

CHEMIST & DRUGGIST

the newsworthy for pharmacy

a Benn publication

April 23 1983

Greenfield:
Society backs
local drugs
committees

Two more
wholesalers
close down

A progress
report on
IP code

PSA annual
conference:
all for a
cut in fees

History of
pharmacy
weekend

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Over 50 insertions of this advertisement will be appearing, starting March issues.

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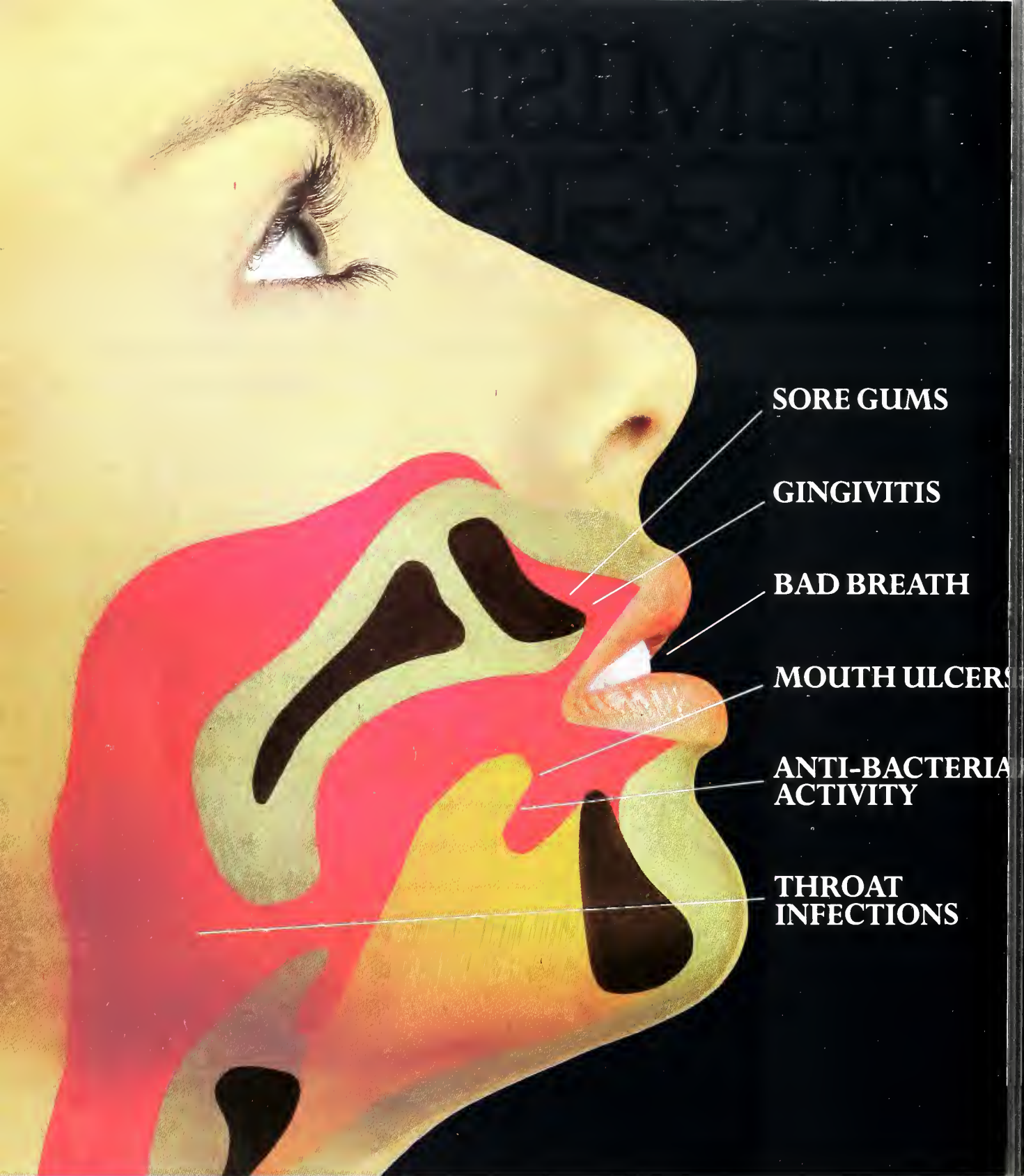


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COMMENT

Kill or cure

Channel 4 television has set itself an unbelievably ambitious — not to say presumptuous — goal. For the next six Friday evenings, commencing April 29, the channel will be screening a series of medical documentaries on the side effects caused by prescribed drugs which will aim — according to the Press release — to “present the problems constructively *in an effort to help prevent future drug tragedies*” (our italics).

It is a series we must urge community pharmacists to watch, because if the advance literature is any guide, there will be many worried patients asking questions about the dangers of their medication after the programmes have been shown. (If there are not, it will be a severe indictment of Channel 4's viewing figures.) The tenor of the compilers' viewpoint can be judged from the following quotations from the six programmes (the overall title of “Kill or cure” is perhaps also indicative):

□ “The story of SMON” (side effects of clioquinol). “. . . Entero-Vioform, the tablets British holidaymakers used to be advised to take for ‘holiday tummy’.”

□ “Whooping cough — a shot in the dark?” “Against other vaccines it carries a comparatively high risk of severe brain damage.”

□ “Eraldin — the forgotten drug disaster.” “. . . questions whether it is right that compensation for drug injury should be in the hands of one company, no matter how public-spirited.”

□ “Too many drugs?” “Some of the drugs we are given are ineffective, unnecessary or actually harmful.” (Peripheral vasodilators in the elderly used as an example, with special attention to the “more serious” problem of Slow-K causing stomach ulcers in “experimental patients”.)

□ “Are the watchdogs awake?” Looks at the CSM and at the history of phenylbutazone “which has caused more deaths

than any other drug prescribed to the public in the UK.”

□ “Compensation: a penny for your pain.” “Looks at drug injury through the experience of victims all over the world.”

In support of the series, Channel 4 has issued a booklet under the same “Kill or cure” title (price £1) in which many of the same points are made. Among the additional articles, however, the industry is allowed to put its case — though it seems doubtful whether the ABPI (whose statement is published) knew the charges it was facing, since there is no attempt to answer or put them into better perspective.

The booklet also has pseudo-data sheets on aspirin and paracetamol — and a largely anti-industry bibliography. Books said to be available in good reference libraries (which patients are presumably encouraged to consult) include MIMS, Martindale, the BNF and the Data Sheet Compendium.

Somewhat incongruous in the booklet's content is an article by a pharmacist — Jerry Shulman — under the title “Dispensing drug safety”. This stresses that the pharmacist's skills are under-appreciated but makes the statement — perhaps rather rash in the current context — that “the pharmacist is under a common law and a professional obligation to ensure that the medicine taken by a patient is safe . . .” And to ensure that safety, the author advances the case for patient record keeping and patient counselling by the pharmacist.

What really appears to be missing from the series is a balancing assessment of the good which medicines have achieved over recent decades. If Channel 4 believes that presenting a simplistic — if not false — picture of a reckless pharmaceutical industry combining with naive health care professionals to inflict harm on an unsuspecting public is fair comment, we must beg to differ.

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Society backs local drugs committees

The Pharmaceutical Society, in submitting its views to the Department of Health on the Greenfield Report, proposes extending drug and therapeutics committees to involve community pharmacists and GPs.

Together they could discuss prescribing habits, therapeutics, efficacy and costs, and reach agreement on prescribing policies. "We would not support the introduction of national limited lists," says the Society, "but it is considered that local discussions should take place on the production of 'formularies'." Some drug information could be included but it would be unnecessary duplication to reproduce that available in publications such as the BNF.

On generic substitution, the Society stresses that it would be willing to have further discussions with the Department and repeats the statement issued by Council after its February meeting, namely that pharmacists need unbiased information from an independent source before substituting one product for another (*C&D* February 12, p245). No other views are given on the matter.

The Society draws attention to the advantages of pharmacists keeping patient records: "The development of computers in pharmacies will facilitate maintenance of such records and we would wish to see some active encouragement of this development."

Some points made by the Society are

similar to those put forward by the National Pharmaceutical Association (last week, p658), for example, concern that the working group on effective prescribing had no pharmacist in its membership. The Society also suggests that prescribing should be limited to a maximum of 28 days treatment and that the triple prescription form should be introduced. Attention is drawn to the pharmacist's role in advising on self-medication and the Society says that increasing the range of products available for purchase from pharmacies would reduce demands on the NHS. There is also a role for pharmacists in the training of GPs in prescribing.

Economies to be made

Further economies could be made by encouraging doctors to prescribe by generic name, the Society continues. It adds that the cost of prescribed medicines should be viewed as a whole, rather than one section attempting to make savings at the expense of another as is the case at present. Patients being maintained in the community should preferably obtain their prescriptions from their GPs rather than from hospital out-patients.

The Society suggests that throughout the report a clearer distinction should have been laid down between medicinal products and active principles because their related problems may differ.

the alliance of national organisations representing rural communities), Mrs Morfudd Tudor, SRN, SCM (a British Red Cross nursing officer) and Mr G.C. Waterer (Essex councillor); three pharmacist members, Mr C.C.B. Stevens (a former PSGB Councillor), Mr David Coleman (vice-chairman PSNC) and Mr Alan Smith (chief executive PSNC) and three doctor members, Dr G.E. Cormack, Dr D.J.D. Farrow and Dr R.J.R. Lewis.

The pharmacists were appointed on the nomination of the Pharmaceutical Society and the Pharmaceutical Services Negotiating Committee as were their deputies, Mr Raymond Dickinson (assistant secretary PSGB), Mr Donald Ross (PSNC member) and Dr D.H. Maddock (PSNC member). The doctors' members were appointed on the nomination of the General Medical Services Committee together with their deputies, Dr D.E. Pickersgill, Dr E.C. Bramwell and Dr M.A. Wilson.

Problems of pharmacy and Government

A principal problem faced by senior pharmaceutical professional officers at the DHSS in their relations with the profession lies in the extent of information or views that can reasonably and properly be divulged or supplied. This point is to be made by the Government's chief pharmacist, Dr B.A. Wills, in the Approved Prescription Services Wallace Hemingway Memorial Lecture, "Pharmacy and Government", at the University of Bradford as *C&D* goes to Press.

'Silence' unhelpful

Dr Wills believes preservation of silence of any issue until it has been resolved and the decision accordingly published may be unhelpful or even counterproductive to the Department's or Government's efforts and interests and to the standing of the profession within the Department. Great care and discretion is, however, needed to ensure that no premature disclosure or embarrassment to Ministers and Government results.

Effectiveness assessed

The effectiveness of the profession within the Department can be assessed with reasonable ease and accuracy for policy implementation but much less so for policy development. Even the most relevant, cogent and practicable recommendations that are entirely consonant with the objectives of a particular policy may fail to gain acceptance for political, financial or manpower resource reasons.

Aussie POMs for OTC sale

Australian pharmacists are now able to supply certain drugs previously available only on prescription, following legal changes made last month. Alterations to the New South Wales State Poisons Regulations mean that temazepam and nitrazepam are among medicines that can now be supplied from the pharmacy.

In Queensland new medicines schedules mean that a wide range of cough and cold products for which a prescription was required, are now available over the counter.

The medicines can only be supplied if certain information is recorded, such as the patient's name, directions for use, and the pharmacist's name and address.

Rural Dispensing Committee to meet

The Rural Dispensing Committee which is to oversee the implementation of the Clothier regulations is to meet for the first time on April 28 to determine standing orders and procedures for handling applications and appeals on rural dispensing matters.

The Clothier regulations came into force on April 1: this RDC meeting will be attended by the full committee and, additionally, will include the deputies of both the doctor and pharmacy representatives to acquaint them with procedures and personalities. No specific cases are to be studied, *C&D* understands.

Meeting under the chairmanship of Sir Alan Marre, a former Ombudsman, the committee comprises three lay members: Mr D.M. Clark (secretary of Rural Voice,

LPCs prejudiced says ANP in new membership drive

The Association of New Pharmacies has started a new membership drive following last week's LPC conference decision to seek a £5,000 one-tier Basic Practice Allowance from July 1, financed from on-cost this year.

Mr Maurice Waldman, ANP secretary, says the association is opposed to the prejudice of Local Pharmaceutical Committees shown at last week's conference. He said the objective of the association is to secure the BPA for all contractors as a service payment and to obtain back-payment for any contractor not presently receiving it, to the date the pharmacy opened up.

The ANP is to fight against the decrease of on-cost in favour of an increased BPA because it says on-cost is an "inflation proofed" element of the contract. It wants a one-tier system of BPA for all pharmacies.

ANP is still taking legal advice on the alleged use of the BPA as a restrictive practice. PSNC says there are 351 pharmacies not receiving the BPA at present.

Around 60 contractors have so far said they will join ANP and "numerous" inquiries have also been received. ANP membership is £50 per pharmacy and any contractor wishing to join should contact the treasurer, Mr Indrajit Patel, 175 Upper Tooting Road, London SW17.

PSNC comment

Chief executive PSNC, Mr Alan Smith says: "To interpret an almost unanimous decision of an LPC conference as 'prejudiced' is surprising.

"Even if there is prejudice, appeals against non-payment of the BPA is decided by the Secretary for Social Services and he is well able to assess the situation. If there was any prejudice in an LPC submission it would be apparent." Mr Smith says he prefers to look on the BPA as an incentive to open in an area where a pharmaceutical service is needed. It cannot be regarded as a restrictive practice he says, because it does not prevent pharmacies opening up.

You & your chemist'

The "You and your chemist" tape/slide presentation shown to pharmacists for the first time at last week's conference of Local Pharmaceutical Committees has so far had 12 firm bookings taken, together with 20 provisional ones.

Produced by the Pharmaceutical Services Negotiating Committee for showing to organisations like women's institutes, church groups, Rotary etc, with a follow-up talk by a pharmacist, a PSNC spokesman said the response to it from

Roger and Kathleen Knowles, the husband and wife team who built up the Woods of Windsor business which led to their winning the Queen's Award for Export Achievement this year (see Business News p734). Established in a chemist shop near Castle Gates, Windsor since 1770, the company did not move into the export market until 1975. It now exports to over 40 countries



pharmacists so far had been "very pleasing." Bookings should be made through Mr P. Boardman, assistant secretary, PSNC, 59 Buckingham Street, Aylesbury, Bucks HP20 2PJ telephone 01-882 3888.

Claim for each O₂ value checking trip!

The Pharmaceutical Services Negotiating Committee says pharmacists should ignore a letter from British Oxygen advising them to claim for visits made to check faulty valves as "one round-trip" and giving the total mileage.

A PSNC spokesman said the original agreement with the company was that claims to British Oxygen be made at Drug Tariff rates (C&D March 26, p517). This means pharmacists should claim from the company on the forms they have issued — on a one-trip-per-valve basis. The spokesman said that on the rare occasions a pharmacist was able to incorporate more than one visit in one journey, a "one round-trip" mileage payment hardly compensates the pharmacist for his trouble.

Script loss through GP trials code

Guidance on clinical assessment of licensed medicinal products in general practice is published in this week's *British Medical Journal*.

The code of practice has been agreed jointly by the British Medical Association, the Royal College of General Practitioners and the Association of the British Pharmaceutical Industry; the Department of Health was kept informed during discussions (C&D February 5, p208).

The DHSS will negotiate with the Pharmaceutical Services Negotiating Committee on conditions relating to free supply of medicinal products to patients

by the investigators. The Department is considering with the medical profession necessary amendments to the National Health Service (General Medical and Pharmaceutical Services) Regulations 1974 in order that GPs may accept a fee for work done in respect of a clinical trial conducted in accordance with the code.

"PSNC is very much against supply of trial medicines by doctors," a spokesman for PSNC told C&D. "We have been making representations to the DHSS ever since the proposals were mooted."

At the moment there are three circumstances in which a GP may supply medicines: for immediate treatment, under the provisions for personal administration, or under Clothier agreements.

GOC reviews opticians' advertising rules

The General Optical Council is reviewing its rules on advertising by opticians.

Dr Gerard Vaughan, Minister for Consumer Affairs, said in reply to a Parliamentary question this week that the GOC's professional conduct committee had started a review of the publicity rules, with a view to considering changes and to laying proposals before the council on June 23. He welcomed the decision as a first step towards making the trading practices of opticians more competitive.

A report by the director general of fair trading, published in January, concluded that advertising restrictions resulted in higher prices and reduced efficiency.

■ A Labour Party attempt to block Government increases in dental and optical charges was defeated in the Commons last week. Opposition health spokeswoman Gwyneth Dunwoody said the increases represented a Government attempt to boost private medicine and claimed the Tories would have pushed up NHS charges for those treatments even more, had there not been an election in the offing.

NPA rules out direct participation in Youth Training Scheme

The Board of the National Pharmaceutical Association has decided not to participate directly in the Government's Youth Training Scheme because it does not want "to act as a management agency." However, the NPA Training Department will provide members with advice and act as a liaison for those who wish to form management agencies.

At a recent Board meeting all the implications of involvement in the YTS, to provide structured work experience and training for all sixteen-year old school leavers, were considered. The Board concluded that because of the differing training opportunities available throughout the UK it could not act as a management agency, but it will offer help in the form of a model programme for the work-related part of the scheme.

Training for graduates

The problem of providing formal training for the small number of pre-registration students in single pharmacy businesses was discussed. As the Greenfield Report recommended further training for student doctors, the relevant part of executive director, Mr Astill's letter to the head of the Department of Health, was to be included in a letter to the Pharmaceutical Society asking that the matter be brought to the attention of the Heads of the Schools of Pharmacy.

Mr Bruce Rhodes, assistant secretary, PSGB has asked for sponsorship of students sitting the Diploma in Agricultural and Veterinary Pharmacy. The NPA Board agreed that the proposal was worthy of support and to provide £500 towards the cost.

Mr Rhodes said Committee members paid tribute to the active part the NPA has played in promoting agricultural and veterinary pharmacy at the last meeting. Particular reference was made to the NPA publication "The Agricultural and Veterinary Handbook."

"The current situation is very delicately balanced for pharmacy and it is vital that we are seen by all concerned to be active in this field," Mr Rhodes said. "Although the number of students taking the Diploma is relatively small, it is considered by all those concerned to be a bridgehead for pharmacy."

Tranxene strengths

Boehringer Ingelheim Ltd are to send a "reminder letter" to doctors about the two strengths of Tranxene capsules now available to prompt endorsement of scripts with either "15mg" or the new "7.5mg" strength.

Mr H.R.H. Gibbons, group product manager, replying to an NPA letter

expressing concern about the introduction of the new strength said: "... As you can imagine, we hesitated for a long time before introducing Tranxene 7.5mg, precisely because the 15mg strength had become so well established and appreciated for its distinctive simplicity of dosage and prescription. However we have always had very strong pressure from the medical profession.

"As far as the retail pharmacist is concerned, in hindsight I think that we might have helped a little more ... to this end we are sending out a reminder letter of the availability of the two strengths. Furthermore we have instructed our field force once again to emphasise with the doctor the importance of specifying the strengths on each Tranxene script."

□ *SSP scheme.* Over 1,200 people attended 18 meetings on the new scheme addressed by Michael King.

The working of the new scheme has been made easier by the three-page information sheet and the simple record system already bought by 3,500 members, says the Board. This has also clarified how the Contractual Sick Pay required by the JIC Agreement and the SSP entitlements are calculated.

□ *Business aids and publications.* Two books "Non-prescription Drugs" and "Drug Interactions," written by pharmacists are to be promoted to members at special prices. The Board have asked that another publication, "Manual of Health Care — a family guide to self-care and home medicines", be sent free to every pharmacy as an accompaniment to the order form, since this book was primarily about OTC medicines, and has been sent to general practitioners free of charge.

Other items examined by the business services committee included sources of supply of aids for the disabled, Smith & Nephew's incontinence booklet and a possible new series of health booklets.

□ *Pharmacy planning.* The Pharmacy Planning department is to offer do-it-yourself budget price fixtures.

□ *Coupex.* The office has received complaints from members about certain coupons for food items which do not state the redemption value. The NPA is to ask manufacturers concerned to include this information in the future.

□ *Final arrangements for the NPA show in Edinburgh on May 15* were approved by the board. Along with business aids and services and dispensing equipment, some 12-14 computer labelling systems will be on demonstration.

Briefly . . .

Following recommendations that laetrile should be available only on prescription (C&D April 2, p558), Mr Geoffrey Finsberg, Under Secretary for Health, told the Commons last week that statutory consultations are now in progress with a view to laying the draft order before Parliament.

Adding life to years, not years to life

The "second pharmacological revolution" is coming but do we really want to take advantage of "therapeutic promises on the horizon?" That question is posed by Nicholas Wells introducing a book to celebrate the Office of Health Economics' 20th anniversary.

In view of the costs, governmental restrictions on spending and the fact that many premature deaths can be attributed to preventable environmental factors, Mr Wells says it is argued that such fatalities are most appropriately prevented by modification of deleterious factors rather than a convenient "technological fix."

Despite these arguments Mr Wells says that the case for sustaining drug research is overwhelming — although future developments are unlikely to have the same impact on mortality as the first pharmacological revolution. Thus the principle objective, in the developed world at least, will be "addition of life to years rather than years to life," he says.

Consequently pharmaceutical companies will need more appropriate methods of representing the benefits of new drug development. "The second pharmacological revolution," (£7.50), Office of Health Economics, 12 Whitehall, London.

Parallel importing situation examined

Mr Barrie Thompson describes his new book "Parallel Importing" not as a guide to how to import from the Continent, but as a review of the present situation. The whole of the European community is examined, with historical background from 1970. The legal aspects are discussed and economic / ethical matters examined. There are three pages of price comparisons (carried out in February), and 20 colour plates comparing the packaging of imported products with those available in the UK. The book costs £25 (pre-publication offer of £19 until April 30). Available from the author, 150 Charminster Road, Bournemouth.

Breast feeding guide

A how-to-do-it booklet on breast feeding is the latest publication in the Family Doctors series of booklets.

The author, Dr Judy Levi, says breast milk is best for all babies. The booklet explains how to go about it and everyday problems that might arise. There are also a few paragraphs about drugs in breast milk.

PC stabbed by drug addict gets medal

PC Frank O'Neill, who was stabbed to death outside a pharmacy near Waterloo Station in October 1980, has been awarded the Queen's Gallantry Medal. PC O'Neill, 32, a father-of-four, had been called to the pharmacy to arrest a man trying to obtain drugs with a forged prescription.

As he questioned the suspect he was stabbed through the heart, but bravely continued trying to arrest him. He caught the man with a running tackle but, weakened by his injuries, he collapsed and his attacker escaped.

He was praised for showing "outstanding devotion to duty, tenacity and courage of a high order when, although mortally wounded, he pursued and attempted to overcome and detain this armed and dangerous man." The Pharmaceutical Society's president set up a fund to help PC O'Neill's widow and family.

PC O'Neill's colleague, Woman Constable Angela Seeds, 25, who chased after his attacker, is to receive the Imperial Service Medal for her bravery. After the stabbing she pursued the attacker and, with the help of other police officers, a man was eventually arrested.

The man, a 23 years old drug addict, was later jailed for life for murder.



Mr Bernard Sparling, general manager, Pharmagen Ltd, congratulates Leslie Watson on breaking the women's 50 mile world track record in 6 hours 20 minutes 42 seconds. Leslie, a London physiotherapist sponsored by Pharmaton capsules completed the London Marathon in 2 hours 46 minutes

Marathon pharmacists improve times

Mr Richard Tuffin, a locum pharmacist from Chelmsford, Essex, took part in his third Gillette London Marathon on Sunday. He completed the course in 4 hours, 6 minutes and was 40 minutes faster than last year, although his best time for a marathon is 3 hours 38 minutes which he achieved in Wolverhampton three weeks ago. Mr Alan Broch, a proprietor pharmacist in London's West End, completed the course in 3 hours 36 minutes, a 40 minute improvement on his previous best time for a marathon. He

TOPICAL REFLECTIONS

By Xrayser

Free riding

I'll start right away with the letter last week from Mr Norman Hart of Birmingham who feels aggrieved because the National Pharmaceutical Association has told him he may not enjoy the benefits of membership unless he also supports their advertising campaign. "No" says Mr Hart, "I told them I want no part of it!" Like the man in the lifeboat who saw no reason why he should help row even though every seaman and most of the passengers understood the need to pull together.

I wonder what he means when he says he has been a loyal supporter for over 30 years? Sounds to me like a man who looks only for absolute value for money. Lovely chap to have around when you are trying your damndest to create such intangibles as a climate of informed opinion and respect, in order to ensure the prosperous survival of our kind. But as he says, with the might of Unichem around you who needs the NPA?

No doubt he'll send Unichem his clearing house cheque every month, look for their monthly news letters with helpful hints and generally enjoy life at the lowest possible cost — while free riding on the benefits of the NPA advertising campaign as they become apparent over the next few years. If he's still around, that is... Bless his little viscose socks (cheaper than cotton!).

Influences

It was a co-incidence last week that I looked at the reasons why I chose to buy products when in the same issue under *Market research* we saw analysed the influences which bear on our recommending particular treatments. Of course the reasons are not always identical. Not for me, at any rate, since when faced with a customer I genuinely look for the best product for the need. If it happens to be Dioralyte, which costs me £0.80 trade and sells for £1.23, instead of Mist Kaolin Sed which costs a lot less and

was sponsored for Great Ormond Street Hospital internal radio station and collected £400 for disc jockey training facilities.

Mr Richard Inchley, financial accountant, Billington's Chemists and Supersave Drug Stores, had a time of 4 hours 7 minutes. It was his first marathon since leaving school 20 years ago. He raised £350 for Birmingham Children's Hospital heart scanner appeal and £150 for his local tennis club. The winning time

allows me a real professional fee, so be it. Over the years I seem to survive and people do eventually grasp the fact that the pharmacist, if he does his work properly has a disinterested integrity which is rare enough. Our advertising campaign will capitalise on this unsung service and I believe will make recognition of our need for more effective pharmacy only products politically acceptable, so that action will follow.

Already some companies are making changes. We must commend Janssen who have submitted such substantial evidence of the safety of Imodium to the licensing authority, that correctly labelled packs of it may soon be sold over the counter by pharmacists. And Sterling Health, who will be marketing benorylate under the name Triadol shortly. More strength to their elbows (and knees, backs and bowels?) It follows then as natural for us to fill a gap created by the way the NHS makes medical practitioners operate, particularly if we can get away from the placebo, which I regret has so frequently been the only thing we could offer.

Basic Practice

Funny thing about this. We all seem to be jumping about as if it were the ideal way to suppress and punish those unwelcome leapfrogers. Don't think I'm any different from the rest of you, but I can't help feeling considerable reserve about this crude fiscal method of getting back at them by diminishing their profits. What a way to see the introduction of a Basic Practice Allowance which was surely intended to give recognition of our professional role! Are we saying they are unprofessional in their work? If we are, then why aren't we prosecuting them? I think we could land ourselves in what the young lady described as an "interesting situation." As ever we find ourselves up against the basic problem. The sooner we tackle it the better, and I would suggest it is time the PSGB executive drew up plans with our active, forward-looking members of Council to promote legislation to regulate our profession properly!

was 2 hours 9 minutes 43 seconds.

People

Mr John M. Fereday has been appointed regional pharmaceutical officer for Northern Regional Health Authority, and will take up the post on May 9. Mr Fereday is currently area pharmaceutical officer for Brent and Harrow Area Health Authority, based at Northwick Park.

NEW DENTU-HOLD WILL BE

DISAPPEARING OFF YOUR SHELVES

AS SOON AS IT APPEARS.

Dentu-Hold's unique. It's liquid. And it feels 'invisible.' It was a rip-roaring success when it was test marketed in Anglia, outselling all competitive brands in the first six months. And stimulating the growth of the fixative market by 18%.

Now it's going national. With a heavyweight TV and press campaign. Featuring the unforgettable 'Invisible Man.'

So make sure you buy-in plenty of Dentu-Hold. The denture fixative that does an amazing vanishing act.

FROM STAFFORD-MILLER, THE LEADING NAME IN DENTURE FIXATIVES.

L'Oreal enter hair mousse market

L'Oreal are introducing Free Style mousse which they describe as a "revolutionary new way to hold hair." Available in two sizes (45ml, £0.89-99 and 75ml, £1.29-39), it gives both a lasting hold and leaves the hair looking shiny and natural they claim.

The mousse can be used on any hair type — even coloured, lightened or permed hair. An anti-static property makes the hair easy to control, say L'Oreal, gives a lasting but flexible control and leaves it shiny and full of body and bounce.

The mousse should be combed through the hair before styling or can be used on dry hair between shampoos to revitalise a style.

Support programme

The launch will be supported by a programme of advertising, consumer promotion and strong merchandising at point-of-sale. A heavyweight advertising campaign will run in the leading women's Press commencing May with double page colour insertions in *Company*, *Cosmopolitan*, *Vogue*, *Woman*, *Woman's Own*, *She*, *Vogue Health & Beauty Guide*, *Woman's World* and young magazines including *19*, *1983 Hair Book*, *Honey*, *Jackie*, *My Guy* and *Look Now*.

Three merchandising units are available — a counter display unit holding 24 cans, a shelf display unit of 54 and a floor unit holding 200 cans. All three



carry both sizes of Free Style.

Styling hints

A styling leaflet giving full instructions for use and hints on styling is also available and contains a 30p money-off coupon against next purchase. Selected women's Press advertising will also carry the money-off coupon. Each display unit comes with a leaflet dispenser. *Golden Ltd*, 30 Kensington Church Street, London W8.

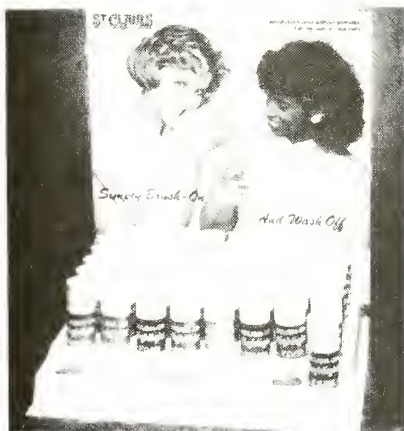
£3¼m support for Super Softies

A £3¼m advertising and promotional campaign is to support the national launch of Sterling Health's Super Softies baby wipes.

Maurice and Arthur are the infant stars of the initial television advertisements running until the end of April. The national Press campaign is based on the theme "Skin care for little cherubs," and will appear in full-colour in *Mother and Baby*, *Parents*, and *Mother*. There will also be couponing activity and POS material will be available. *Sterling Health*, *Sterling Winthrop House*, *Surbiton*, *Surrey*.

All the sevens . . .

Seven shades of brush-on highlight are available from St Clair. Gold, silver, bronze, pink, aubergine, green and blue (£1.25) can be brushed into the hair with the brush applicator supplied. Just one curl can be highlighted with colour or it can be stroked on and brushed through the hair for more colour intensity. A multi-coloured effect can be produced by mixing the colours together. Distributors are *Jackel & Co Ltd*, *Kitty Brewster Estate*, *Blyth*, *Northumberland NE24 4RG*.



Win a home computer

By placing orders for 12 cases of Milupa baby food chemists will be eligible to enter the Milupa super computer competition answering questions on computers. There are 40 Sinclair Spectrum (48K) home computers as

prizes. With the order chemists will be able to claim a free gift and a supply of recipe books to be given away. Posters and shelf talkers will be available to promote the recipe books to the consumers. One recipe book is free with every two packets ordered; *Milupa Ltd*, *Milupa House*, *Hercules Road*, *Hillingdon*, *Uxbridge*, *Middlesex UB10 9NA*.

Low sodium soup trio from Hugli

Low sodium packet soups in three varieties are being distributed by the Health and Diet Food Co. Demand for low sodium foods is now high in America and interest is rapidly increasing in the UK, says the company.

The soups, from Swiss manufacturers Hugli, are available in mushroom, cream of vegetable and celery varieties, and each packet (£5.40 for 12 packets, trade) makes four 6 fl oz servings containing 60 calories. *Health and Diet Food Co Ltd*, *Seymour House*, *79 High Street*, *Godalming*, *Surrey GU7 1AW*.

Amie — Goya add to bodyspray range

Deodorant bodysprays have made a great impact on the toiletries market over the past two years, say Goya, who have extended their original body and bath sprays range. Amie, a modern green floral fragrance, is available in peach packaging and will be supported at launch by a local radio campaign starting with Capital Radio on May 16. Eight different

advertisements will feature in 300 ten-second slots. For the trade there will be a free prize draw with ten Sanyo personal stereos as prizes. Retailers will receive a merchandiser with orders of four dozen assorted Goya bodysprays, while stocks last.

To coincide with the launch all four body and bath bodysprays will be available at £0.89 — a saving of £0.21 on the recommended retail price. *Goya International, Badminton Court, Amersham, Bucks HP7 0DE.*



Unichem have added baby wipes to their baby product range. Each baby-blue coloured container contains 70 full-size wipes. During May, they are at the special members' price of £6.94 for a pack of 12 containers — £0.83 retail each. Normal members' price will be £8.16 a pack, retailing at £1.04 a container. *Unichem Ltd, Crown House, Morden, Surrey*

Suitcase theme for Sea-legs

Sea-legs travel sickness tablets are being relaunched in a wallet-style pack with a suitcase theme. It contains 12 tablets packed in a double foil strip. The suitcase theme is also used for the display outer which contains twenty packs and can be used as a drop feed dispenser or an open tray.

A showcard introducing the new pack and "attractive bonus terms" during eight weeks in May-June are available from Farley salesmen. *Farley Health Products Ltd, Torr Lane, Plymouth, Devon PL3 5UA.*

Luitpold May bonus

Luitpold are offering special bonus terms to chemists throughout May on Hirudoid cream and gel, and Propain 12-pack. *Luitpold-Werk (Munich), Hayes Gate House, 27 Uxbridge Road, Hayes, Middlesex UB4 0JN.*

ON TV NEXT WEEK

| | | |
|--------------------------------|------------------------|----------------------|
| L n London | WW Wales & West | W e Westward |
| M Midlands | So South | B Border |
| Lc Lancs | NE North-east | G Grampian |
| Y Yorkshire | A Anglia | E Eireann |
| Sc Scotland | U Ulster | CI Channel Is |
| Bt Breakfast Television | | C4 Channel 4 |

| | |
|--|----------------------------|
| Airwick Gumption: | All areas |
| Anadin: | All areas |
| Askit powders: | Sc |
| Aspro Clear: | All areas |
| Blakey's wholemeal slymbred: | All C4 areas |
| Cidal soap: | Bt |
| Clairol Foot Spa: | WW, NE, A, U, We, B, G |
| Cooper Freshaire: | M, Y |
| Dixel plain and Springtime: | All except E, CI, B |
| Hermesetas: | Ln, Lc, Sc, So, A |
| Immac: | All except CI, E |
| Japps health salts: | Sc |
| Marigold gloves: | Ln, M, Y, So, NE, A |
| Maws Wipers: | All except A, We, B, E, CI |
| Metamucil: | Lc, Sc, WW, U, G |
| Minuet bodyspray: | Lc |
| Oral B: | Ln, M |
| Paddi Cosifits: | All areas |
| Pond's cold cream: | Bt |
| Reactolite Rapide sunglasses: | All areas |
| Scholl Airpillo insoles: | All except Ln |
| Scholl exercise sandals: | All areas |
| Sensodyne toothpaste: | All areas |
| Seton Tubigrip: | Lc |
| Super Softies: | All except U |
| Unichem baby products: | All except U |
| Vidal Sassoon dandruff shampoo and conditioner: | Ln, G |
| Zest toilet soap: | Y, NE, A |



Fever Scan liquid crystal thermometer has been given a new look, following the recent addition of a dual Fahrenheit / Centigrade scale.

The design of the display pack has been updated to be more "emotive" and to give more impact at POS. A free family temperature chart is enclosed in every pack, with an offer for a free Medi-spoon. *Dendron Ltd, 94 Rickmansworth Road, Watford, Herts WD1 7JJ*

May promotion for Sakura film

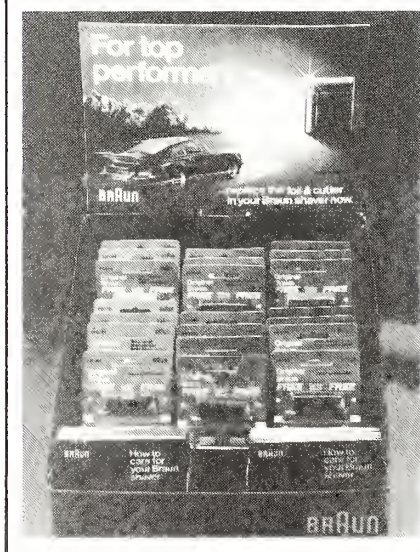
Konishiroku are launching an all-out promotion for Sakuracolor film starting May 1. Three-quarters of a million inserts announcing the Sakura £25,000 "Supershot share-out" will be distributed through the photo trade and consumer Press and there are over 1,000 prizes in addition to the cash share-out.

Each purchaser of a Sakura film will receive a "scratch-card" and can enter for the £25,000 cash share-out and a chance to win an Austin Maestro. Other prizes include 10 Konica Autofocus cameras and 1,000 Sakura cooler bags. *Konishiroku UK, Konishiroku House, 150 Hampton Road West, Feltham, Middlesex.*

Slender outers

Carnation Slender bars and Crunch bars are now available in outers of 18. *Carnation Ltd, Danesfield House, Medmenham, Marlow, Bucks SL7 2ES.*

Braun are offering consumers a free cutter block with every foil purchased until the end of May. A promotional pack containing a dispenser with 25 foils with a free cutter block on a special blister card is available. Retailers will also get 40 shaver care leaflets, two window stickers and a laminated table mat. A national radio advertising campaign will back the promotion. *Braun UK Ltd, Dolphin Estate, Windmill Road, Sunbury-on-Thames, Middx*



Eight more Gallia baby food varieties

Gallia baby foods are introducing eight new varieties to their range aimed at older babies. The meals have a thicker texture and consistency to suit babies from eight months, they say. Support will include sampling via Bounty Services in July and an immediate distribution of 20p-off coupons.

The meals will be sold exclusively through the chemist sector alongside the current range, say Gallia. In 200g jars (£0.59 rrp), the flavours are artichokes and spring vegetables, a seven vegetable puree, vegetables and fillets of cod, vegetables and chicken casserole, carrots, beef and liver casserole, vegetables and chicken risotto and vegetables and lamb

TV advertising for Sensodyne search...

Sensodyne Search toothbrushes are being backed with a £850,000 national television campaign which, Stafford-Miller say, is the biggest ever television campaign for toothbrushes. The total advertising spend rises to over £1m with a promotional campaign aimed at dentists.

The commercials will break on June 6 and will run for four weeks. The company claims when Search television advertising was tested in London last year, sales increased by 173 per cent. Sales of all toothbrushes rose too, they say, increasing Stafford-Miller's overall brand share by 50 per cent. *Stafford-Miller Ltd, The Common, Hatfield, Herts.*

...and Savlon

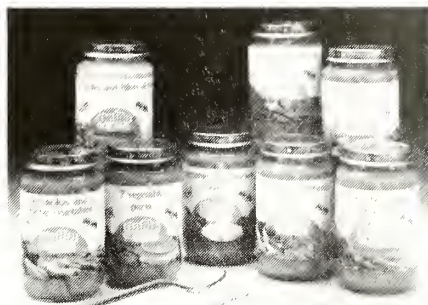
Savlon antiseptic disinfectant is to be supported by a £¼m television advertising campaign starting in May.

The national campaign will run for six weeks with a series of 20-second spots with the theme "Two kinds of skin, the skin you're in and the skin you live in". Last year's commercial will be updated with a new soundtrack, featuring the current promotional 600ml bottle of Savlon which includes 20 per cent extra free. The total advertising budget for 1983 is over £1m. *Care Laboratories Ltd, Badminton Court, Amersham, Bucks.*

Complie availability

Coty Complie fragrance is, we have been asked to make clear, available to all Coty stockists (*C&D* April 2, p560). While stocks last, the 25g and 50g eau de toilette atomiseurs are being supplied with a free 200ml foam bath (value £3.50) as "gift with purchase" for consumers willing to buy the full-price product rather than the trial size. *Rigease Ltd, PO Box 27, Brentford, Middlesex TW8 9DW.*

Chemist & Druggist 23 April 1983



risotto. Mr Michael McHatton, managing director of Victoria Baby Foods, the UK distributor of Gallia, says "Our new meals offer the chemist the great advantage of a high profit margin, enabling him to substantially improve his overall profit on baby foods."

There will also be buy-one-get-one-free couponing on the existing 130g jars. *Victoria Baby Foods Ltd, 29 St James's Street, London SW1A 1HB.*

'Colourful' Lastonet

Lastonet have introduced a colour-coding system for their range of surgical hosiery. Pharmacists "apparently found the former system impractical," says the company. Each different weight of hose is now identified by a different colour. Spanflex are coded green, Lastolita red, Lastofine blue and Lastoyarn black. The colour codes are augmented with a stock number system printed on each box. *Lastonet Ltd, Carn Brea, Redruth.*

Pashana activity

Pashana Ltd have taken over the distribution of Wiberg pine essence. Sizes and retail prices remain unchanged. *Pashana Ltd, 41 Keslake Road, Queen's Park, London NW6 6DH.*

Are you prepared to sell Enterosan?

The kaolin and morphine tablet for diarrhoea and stomach upsets you can counter prescribe with confidence.



Enterosan's 1983 programme for BIGGER PROFITS

New National Press Campaign
New Womens' Magazine Advertising
New Radio Promotion
New Packaging

It's all happening with **Enterosan**

Order from Ashe Laboratories Ltd. or your local wholesaler and make sure of your share of the profit!

Sole distributor for the UK & Eire

David Anthony Pharmaceuticals Ltd
59 Crosby Road North Liverpool L22 4QD

'Mad hat' Summer

Straw Hat is a perfume being introduced by Fabergé in time for the "mad hat" Summer.

Packed in bright yellow boxes with splashes of Spring Flowers, the range comprises spray cologne (50ml, £4.95), two splash colognes (60ml, £4.65 and 15ml, £1.95) and a talc shaker (85g, £1.75).

The fragrance is a combination of balsam, sandalwood, jasmine, vetiver, spices, herbs and citrus. A gift set containing a 15ml splash cologne and 30g talc shaker (£2.95) is also available.

Fabergé are making another preparation for Summer by lightening the fragrance and accentuating the lily of the valley note in the A Touch of Class fragrance. This fragrance is to be called A Lighter Touch of Class (50ml spray cologne, £2.95) and comes in a glass



Straw Hat is the latest addition to the Fabergé perfume collection

bottle splashed with lily of the valley flowers.

The company is offering £2.50 off the normal retail selling price of Kiku 50ml cologne in a "good value for money" Summer offer and there is a coupon offering 50p-off a future Kiku purchase. All offers are available from May. *Fabergé Inc, Ridgeway, Iwer, Bucks SL0 9JG.*

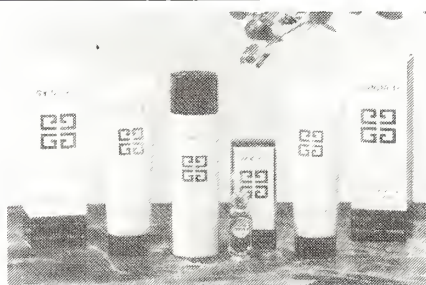
Givenchy III now in non-breakable packs

Easy-to-handle non-breakable packaging has been introduced by Parfums Givenchy for the Givenchy III range of bath and bodycare products.

This move reflects increasing trade and consumer demand for disposable lightweight packaging which is both safer and more convenient for travelling, the company says. The shaker talc and deodorant spray remain in metal containers.

The gold, brown and cream colour combination is being continued on the new packaging, retaining the Givenchy "family" theme.

A POS display unit is available, and



Parfums Givenchy have introduced non-breakable packaging for their bath and bodycare products

throughout the promotion period, Givenchy consultants will give away sample packs of moisturising cream and foam bath essence. *Parfums Givenchy Ltd, Riverdene Industrial Estate, Molesey Road, Hersham, Walton-on-Thames, Surrey KT12 4RG.*

Anais gift

Available while stocks last is a towelling bath glove — a gift with every purchase over £5.50 made in the Anais Anais bath collection. *Prestige & Collections, 30 Kensington Church Street, London W8.*

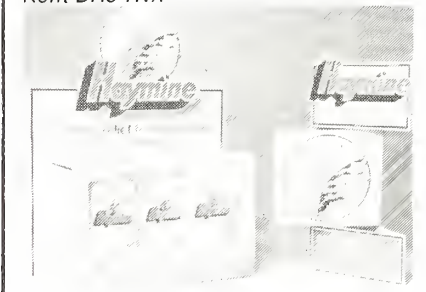
Two products from Bioceuticals

Two new products, a multi-vitamin tablet and a tanning capsule, are being introduced by Bioceuticals Ltd. Royal Life KH97 (100 tablets, £9.95), containing 18 vitamins, 12 minerals, 17 amino acids and 40 herbal sectors, is a non-coated tablet and comes in outers of 12, while the

tanning capsule retails at £9.95 for 80 capsules. Introductory offers of 14 as 12 are available on both products.

Bioceuticals Ltd, Nutrihouse, 26 Zennor Road, London SW12.

POS material for Haymine in the form of a display unit and show card will "stimulate OTC sales" the makers say. Pharmax Ltd, Bourne Road, Bexley, Kent DA5 1NX



Distribution for Loctite glues

Loctite — who last year claimed that chemists are "a natural outlet for glues" — have appointed Dendron their distributors to the chemist trade. Dendron are carrying four products from the Loctite range: Super Glue 3 (£1.56), Gluematic (£1.69), clear glue (£0.70) and Clever Stick paper adhesive (£0.83).

Loctite are glue market leaders and their research has shown that women are becoming the main buyers of glue for home repairs; for this reason they have for some time been seeking new outlets that are frequented by women (*C&D* September 4, 1982). The four products chosen for chemists are therefore those most likely to be purchased by women.

Dendron suggest chemists' initial purchase should be a starter pack comprising 24 Super Glue 3 and 12 each of the other types, plus a display stand. ☐ Dendron are also now distributors for Cantamega multivitamin and mineral capsules with high fibre content, manufactured by Cantassium Co. *Dendron Ltd, 84 Rickmansworth Road, Watford, Herts WD1 7JJ.*

Wisdom display units and promotional packs

Wisdom Quest promotional packs will feature a 10p off coupon, and a new three-dozen display holds one dozen each of extra medium, regular medium and petite brushes. The unit has an unwrapped Wisdom Quest brush mounted on the head card.

A six-dozen display also features the trial offer "10p off" flash, net prices being reduced by £1.20 per dozen. Window bills will be available.

Wisdom nylon and bristle promotional packs offering "at least 10p off" and holding six dozen medium brushes come in a new pack design of blue for nylon and red for bristle. *Addis Ltd, Ware Road, Hertford.*

Beecham to buy Vidal Sassoon?

Both Beecham and Vidal Sassoon have refused to comment on reports in *Marketing Week* that Beecham are negotiating for the acquisition of Sassoon. Trade sources suggest other interested parties are ready to step in if talks break down.

LUITPOLD



Special Announcement

during May only
Orders placed through your
Luitpold Representative
will be eligible for
Special Bonus Terms
on

Hirudoid

(Cream or Gel) ☐ P

Painful leg syndrome and
superficial soft tissue injuries

Propain

(Pack of 12 Tablets) ☐ P

Powerful Pain Relief

Luitpold are supporting Retail Pharmacy with 'Pharmacy only' products

Make counter prescribing really pay

Call your local Luitpold Representative or telephone our Sales Department
01-561 8774 for immediate service

The FUJIFILM Breakthrough!

...in product
...in promotion
...in presentation
...in profit

...means a much brighter picture for your colour film sales this season

L A Olympic Symbols
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The FUJIFILM Breakthrough!... in product!

After years of research Fuji have created a real breakthrough in film emulsion technology. New Fujicolor HR - High Resolution - film is the sharpest, brightest, most true-to-life colour film ever developed.

Available now in both 100 and 400 ASA speeds, Fujicolor HR comes in all popular sizes including 135, 110, 126, 120 and the new Disc Format!

The FUJIFILM Breakthrough!... in promotion!

A fabulous £3¼-million TV campaign for the new film runs right through from June 13th to July 11th on every station!

The 30-second film features a breathtaking demonstration of Fujicolor realism where a water skier 'crashes' through a lifelike, lifesize Fujicolor photo of a boat. To add even more impact, we're backing up the TV campaign with giant 20 foot posters in every major urban area.



The FUJIFILM Breakthrough!... in presentation!

A choice of three smart, customer-catching merchandising packs is available: a mixed 40 pack display, a mixed 86 pack display and a special counter Disc Display. All of them give you maximum opportunity for impulse sales using the minimum of space.

The FUJIFILM Breakthrough!... in profit!

Fuji is a major world-brand with universal consumer appeal. Few other products combine such effective presentation with such heavyweight promotion. None offer the added advantage of high profit margins, too!

PLACE YOUR ORDER FOR DIRECT DELIVERY FROM ANY OF THE FOLLOWING FUJI FILM DISTRIBUTORS

Ashe Laboratories Ltd
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Leatherhead, Surrey KT22 7JZ.
Tel 037 23 76151.

Vestric Ltd
Stonefield Way, Ruislip,
Middlesex HA4 0PR.
Tel 01-845 2323.

Sangers Photographic
Priory House,
Hockley Industrial Estate,
Pitsford Street, Birmingham B18 6LX,
West Midlands. Tel 021-523 4471.

Unichem Ltd
Crown House, Morden,
Surrey. Tel 01-542 8522.

NEW HIGH RESOLUTION
FUJICOLOR HR100/HR400



Official Film of
the Los Angeles
1984 Olympics



Update for Caresetter

Caresetter, Clairol's flocked rollers, are being redesigned and repackaged, and another model is being added to the range.

Tighter curls are promised with the Caresetter model FT-19 (£16.95 srp) which comprises a set of nine medium and 10 small rollers said to create soft, lasting curls. Both Caresetter models come in a beige case with bronze perspex lid.

The heated rollers are to be advertised for the first time in eight years on television in a commercial breaking in the Granada area in May.

A travel hairdryer is another addition.



Travel Turbo MT-1 (£9.95) is small enough to fit into a handbag and operates on either 120 or 240 volts. It has two speed settings, 500 or 1,000 watts. The dryer is matt black with green switches. Bristol-Myers Co Ltd, Stamford House, Station Road, Langley, Berks SL3 6EB.

Hard as Nails: a new 'look' and colours

Creamy wine, sunfire rose, foxfire brown, and spirited violet are four new colours in the Sally Hansen Hard as Nails range.

The complete range has also been repackaged and is now brown and gold. A Press campaign of £60,000 includes black-and-white and colour advertisements of single column and full page size. They will run in *Vogue*, *Cosmopolitan*, *Vogue*, *Beauty and Health*, *Options*, *Over 21*, *Good Housekeeping*, *Woman's Journal*, *Woman*, *Beauty and Skincare*, and the slimming Press.

The company has plans for further



product launches later in the year, with an emphasis on specialised treatment products and more colours. Rigease Ltd, PO Box 27, Brentford, Middlesex.

Disposables market continues to grow

During 1982, 680 million disposable nappies were bought, an increase of almost 100 million on 1981. It is forecast that 816 million will be sold in 1983.

The Disposable Baby Napkin Manufacturers Association reports that mothers spent £66m last year (*C&D* February 19, p18) on disposables, and estimates that the value of the market will increase to £83m next year.

Over the last two years the grocery share has increased to 33 per cent with chemists taking 62 per cent. While chemists have shown a slight decrease in market share, their sales continue to increase in volume terms. Two-piece nappies accounted for 55 per cent of sales in 1980, while all-in-one disposables constituted 45 per cent. Last year all-in-one nappies increased their share to 83 per cent.

The DBNMA believes that the level of growth is also a reflection of the intense activity by the manufacturers with their continuous product improvements, the introduction of new brands, and heavy consumer advertising through all the media. The majority of this increase in sales is likely to be among new young mothers, who decide from the start to use disposables, rather than terries.

Mr Philip Barnes, DBNMA chairman says: "In their early years disposables were seen as a 'back up' to a terry system. Now they are seen as the modern, practical, hygienic alternative, and many mothers, once they have used disposables, are reluctant to return to the chore of rinsing, washing and drying terries."

A full colour poster and leaflet entitled "Choosing and Using Disposable Nappies" is available from DBNMA, 28 Newman Street, London W1P 3HA.

Kodak holiday to be snapped up

A Roman holiday for two is the first prize in Kodak's competition at the *Daily Mirror* / Photoworld exhibition at Olympia, April 29 to May 5.

Entrants have to buy a Kodacolor VR 1000 film and take a picture of the exhibition that demonstrates the speed of the film. Entry forms will be available from the Kodak stand, number 182.

Second prize is a Kodak Carousel S-AV 1010 slide projector and there are six third prizes of Kodak Disc 4000 camera outfits while 20 runners-up will receive a copy of the Kodak book *The Joy of Photography*. Kodak Ltd, PO Box 66, Station Road, Hemel Hempstead, Herts HP1 1JU.

For nursery drawers

A fragrant drawer liner for the nursery has been introduced by the Country House fragrances division of the London Herb & Spice Co.

Delicately perfumed with a non-allergic fragrance, the liners are packed in boxes of five sheets (22in x 14in). They come in pink and blue with a design of a girl and boy dancing taken from a 19th century Kate Greenaway drawing. *The London Herb & Spice Co Ltd*, PO Box 29, South Croydon, Surrey CR2 7YE.

A counter or shelf display of Cannon babysafe products comprises ten 8oz feeders and five 4oz feeders, both with a free teat. Also included are 22 assorted flow two-teat packs, four packets of sterilising granules and three bottle brushes. The pack costs £16.19 (trade). Cannon Rubber Ltd, Ashley Road, Tottenham, London N17



New size Kaopectate

Pharmagen have been appointed as sole distributors of a new size of Kaopectate. It is to be promoted to pharmacists from the beginning of May for counter recommendation.

Kaopectate has previously been promoted by manufacturers Upjohn, to general practitioners only, for prescription use, even though its classification is GSL. The 180ml size will sell for £1.48 while the 500ml pack (£3.32 trade) will continue to be available. *Upjohn Ltd, Fleming Way, Crawley, Sussex.*

Worming additions

Beecham Animal Health have launched further worming products under the Canovel and Catovel brands. The new products are Canovel and Catovel tapewormer tablets (4 tablets, £0.67 and for Canovel, 12 tablets, £1.51) and Canovel palatable wormer syrup (50ml, £1.20). *Beecham Animal Health, Beecham House, Brentford, Middx TW8 9BD.*

Biotherm vouchers

A 30ml trial size of Special Rides anti-wrinkle cream will be available from May and there will be a £1 voucher against the standard 40ml pot (rsp £10.50). Anti-rides solaire is also available in a 30ml trial offer tube (£3.95) and there is a Biotherm sun visor available with every purchase. *Prestige & Collections, 30 Kensington Church Street, London W8.*

Colourcare International dealers can offer two colour films for £1.90 and a 50p-off voucher against processing. This promotion features the new Colourcare logo, formally launched this week (see p734). The normal price of the 24-exposure 110, 126 and 135 is £1.64, £1.51, £1.67. During May consumers will be able to get a duplicate set of prints on films taken in for processing for £1. Colourcare International, Long Close, Downton, Salisbury, Wilts



*Litesome Sportsweave have launched a new counter display unit for their range of supporters. A starter pack for chemists shops containing a selection of jockstraps, ankle, knee and wrist supporters is offered at £52.05 plus VAT (carriage paid) with a recommended retail value of £95.85. *Credenhill Ltd, 214 Queen's Road, Beeston, Nottingham NG9 2DB**

PRESCRIPTION SPECIALITIES

Sandimmun

The new immunosuppressive drug from Sandoz, Sandimmun, is the first to have a specific effect on the immune response system, claims the company. The drug is indicated in the prevention of graft rejection following bone marrow transplantation (used in the treatment of leukaemic disorders) and the prophylaxis of graft versus host disease (see C&D April 9, p616).

Sandimmun (cyclosporin) is a cyclic peptide consisting of 11 amino acids, and prevents the proliferation of resting T-lymphocytes in the immune response. When a transplant is performed the foreign antigens carried on the graft stimulate the proliferation of two types of lymphocytes which regulate the immune response. B-lymphocytes develop into antibody-producing plasma cells which release free antibodies into the blood and are responsible for humoral immunity. T-lymphocytes are the effectors of cell-mediated immunity and play a major role in graft rejection and graft versus host disease. Cyclosporin seems to inhibit the development of the cell-mediated reaction by preventing the proliferation of resting T-lymphocytes.

In contrast to other immunosuppressive drugs, cyclosporin acts

Exchange offer from Philips

Philips Small Appliances are to run an exchange offer throughout May. Customers will be offered £2 off the Philishave HP1133 triple head super and HP1135 triple head and £4 off all Philishave double action shavers in part-exchange for any brand of old dry shaver. Dealers will refund the customer and claim the money back from Philips when placing the next Philishave order. POS material is available. *Philips Small Appliances, Drury Lane, Hastings, E. Sussex.*

Driving for Denim

Jacques Laffite, the Williams Grand Prix driver, has signed a personal endorsement contract and will now carry the Denim name on his race suit. *Elida Gibbs Ltd, PO Box IDY, Portman Square, London W1.*

specifically and reversibly on lymphocytes, say Sandoz. It does not depress haemopoiesis or phagocytosis so treated patients do not develop haematological deficiencies and are less prone to bacterial and fungal infections. In clinical trials involving 153 patients in five centres the drug was shown to produce a one year survival for matched grafts of 68 per cent. Previously patients showed an overall one year survival rate of 52 per cent.

Tegretol update

A new presentation of Tegretol 100mg tablets with a breakline on one side and "Geigy" imprinted on the other side of the white tablet, will become available over the next four weeks. *Ciba-Geigy Pharmaceuticals Division, Wimblehurst Road, Horsham, West Sussex RH12 4AB.*

Multilind changes...

The 30g size of Multilind ointment has been replaced by a 50g tube (£3.45 trade). *F.A.I.R. Laboratories Ltd, Reeds Lane, Moreton, Merseyside L46 1QY.*

... and Pholcomed

The 1 litre size of Pholcomed expectorant has been discontinued and replaced with a 2 litre size (£7.54 trade). The 125ml bottle remains available. *Medo Pharmaceuticals Ltd, Unit 3, Jacksons Industrial Park, Wessex Road, Bourne End, Bucks.*

FOR A PAIN RELIEVER TO WORK IT SHOULDN'T BE A PAIN TO SWALLOW.



Give a baby a nasty tasting medicine, and the chances are that most of it will end up on his chin.

Give him Calpol and it's a different story. Our special suspension minimises solubility. So the bitter taste of paracetamol is masked.

There's no need to dissolve or prepare it. And within half an hour, it can relieve the pain or temperature.



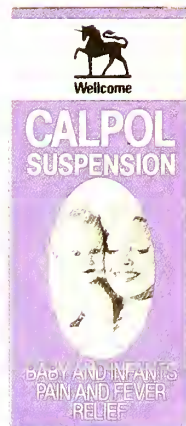
Wellcome

(Whether from teething, influenza, or just a common cold). It's hardly surprising that doctors frequently prescribe it. Or that it's acquired such a good reputation.

But it may reassure you that it's only available through pharmacists.

Next time you're asked to recommend an infant pain reliever, you should counter-prescribe Calpol. Anything else might prove a bit of a mouthful.

Simple answers to everyday babycare problems.



PRESENTATION: EACH 5ML DOSE CONTAINS 120MG PARACETAMOL BP IN A PLEASANTLY FLAVOURED PINK SUSPENSION. **USES:** FOR THE RELIEF OF PAIN (INCLUDING TEETHING PAIN) AND FEVERISHNESS. **DOSAGE:** CHILDREN 3-12 MONTHS 5ML FOUR TIMES DAILY. 1 YEAR TO UNDER 6 YEARS 10ML FOUR TIMES DAILY. 6 YEARS TO UNDER 12 YEARS UP TO 20ML FOUR TIMES DAILY. NOT MORE THAN 4 DOSES SHOULD BE ADMINISTERED IN ANY 24 HOUR PERIOD. DO NOT REPEAT DOSES MORE FREQUENTLY THAN 4 HOURLY. **DOSAGE FOR CHILDREN UNDER 3 MONTHS IS AT PHYSICIAN'S DISCRETION.** **CONTRA-INDICATIONS:** NONE KNOWN. **PRECAUTIONS:** BE USED WITH CAUTION IN THE PRESENCE OF RENAL OR HEPATIC DYSFUNCTION. **SIDE AND ADVERSE EFFECTS:** SIDE EFFECTS ARE RARE IN THERAPEUTIC DOSES. REPORTS OF ADVERSE REACTIONS ARE RARE AND ARE GENERALLY ASSOCIATED WITH OVERDOSAGE. ISOLATED CASES OF THROMBOCYTOPENIC PURPURA, METHAEMOGLOBINAEMIA AND AGRANULOCYTOSIS HAVE BEEN RECORDED. **NEPHROTOXIC EFFECTS ARE UNCOMMON** AND HAVE NOT BEEN REPORTED IN ASSOCIATION WITH THERAPEUTIC DOSES EXCEPT AFTER PROLONGED ADMINISTRATION. **OVERDOSAGE** MAY CAUSE HEPATIC NECROSIS. **COST TO RETAILER:** 70ML £0.47, 100ML £0.86, 1 LITRE £6.27 (PL 375067). **FURTHER INFORMATION IS AVAILABLE ON REQUEST.** **WELLCOME CONSUMER DIVISION, THE WELLCOME FOUNDATION LTD, CREWE, CHESHIRE.** **CALPOL IS A TRADE MARK.**

The Pharmaceutical Interface Products Code: a progress report

A bit of a mouthful, perhaps, but a title which translates directly as "independence" for today's retail pharmacist as he embraces computerised stock control and management systems.

The PIP code offers the pharmacist a choice: he may if he wishes commit himself to a single wholesaler's computer services; he can opt for a commercial computer service (such as a bureau), or he may set up his own system. And for the best of all worlds, he can take up the services of a wholesaler operating on PIP code and so keep his options open.

This year should see the PIP code really come into its own. Since the National Pharmaceutical Association announced the code's availability in February 1982 much work has been carried out behind the scenes to make it fully comprehensive. The groundwork has now been completed, but of course the code's main asset is that it is "live" — constantly updated and publicised through the C&D Price Service in a way that probably no other computerised product code can equal.



Part of the groundwork, of course, has been the provision of codes for generics: NPA has identified all pack sizes for a wide range of suppliers to make the code list as comprehensive as possible, and C&D has taken the opportunity to expand its service by the inclusion of Drug Tariff (England and Wales) prices, updated monthly by the Pharmaceutical Services Negotiating Committee. Generic codes and prices start on p269 of the April C&D Price List.

The code is being proved in use too. Independent Retail Computer Systems have used it in their POS terminals since its inception, and other retail pharmacies — including groups — are also expected to make it their operating code. All

Independent Chemists Marketing Ltd wholesalers are licensed for PIP code: some already have it in use. The largest, Macarthy's Ltd, is expected to go live with a portable data terminal and automatic order transmission using PIP code during the coming Summer, and of course Vestric have interfaced with it since last year. Barclays are understood to be running a pilot trial with PDTs, again using PIP code for order transmission. In addition, many of the prescription-labelling computers now being promoted to meet the Pharmaceutical Society's labelling "deadline" of January 1, 1984, are, or can be, programmed in PIP code.

Many manufacturers are expressing an interest in PIP-coding their packs — among those already doing so, or with products in the pipeline, are ICML (all NPA Products), International

Laboratories (complete range), Macarthy's Surgical, Smith & Nephew and CPC (United Kingdom). Others are planning to code the next time repackaging is due.

Several companies are now routinely requesting PIP codes in advance of product launch so that wholesalers can be notified as soon as they take in stocks. (This is also of considerable value to pharmacists operating POS systems with PIP codes). NPA has already approached industry organisations for support in securing early code allocation, and other trade associations have indicated that they are watching developments closely. As we said, the past year has seen a great deal of activity!



There are several factors which make the PIP code unique.

- ☐ It is controlled mainly for the benefit of retail pharmacists by the NPA.
- ☐ It covers the whole range of pharmaceutical products — some 70,000

Continued on p724

How it began

Moves to achieve a common computer code for pharmacy began in July 1980 when Independent Chemists Marketing Ltd called a meeting of all interested parties — including bodies and individuals representing manufacturers, wholesalers, retailers, government departments, etc.

This first meeting set up a working party which reported in April 1981, recommending that the code be established with the C&D computer code used as the basis, and the C&D Price Service as the primary method of communicating code updates. When total industry agreement was not forthcoming, the National Pharmaceutical Association took on the role of regulatory authority for the code and entered into an agreement with Benn Publications Ltd to share copyright in the C&D Price List code. C&D amended its check digit modulus from 11 to 10 in an effort to accommodate existing hardware, and the February 1982 Price List was the first PIP-code-based publication.

Since then NPA has overseen the development of the code and maintains a master file through the Allen Computer Bureau.

Several manufacturers are or have declared their intention to include PIP codes on their packaging and the industry is increasingly co-operating by providing advance information on product introductions so that codes can be issued to coincide with launch. It has, however, been recognised that EAN product numbers will proliferate as bar code readers become more economic at point of sale, and PIP code has been designed with the flexibility to adapt to this development in due course.

NPA's belief that the availability of a common code should accelerate the introduction of computerised procedures into pharmacies and it is for that reason that it has sponsored the code's introduction and arranged to regulate its administration. Full details may be obtained from Mr Brian Dosser, FCA, PIP Code Administrator, National Pharmaceutical Association, Mallinson House, 40 St Peter's Street, St Albans, Herts.

IT'S ALWAYS BEEN HARD TO PUT INTO WORDS HOW GOOD YOU FEEL ABOUT DRAPOLENE.

'Gurglegoo
gaaagooo'

June, 1952.

Gurglegoo
gaaagooo

James, 1969.

'Gurglegoo'

Sarah, 1982.

We've been soothing babies' bottoms for thirty years. And for thirty years been getting the same response. So we've every reason to be confident of Drapolene nappy rash cream.

Not only does it prevent the irritation; it treats it. That's thanks to the benzalkonium chloride which destroys ammonia-producing bacteria.

Its slightly acidic properties help

restore the skin's natural pH. And its soothing cream base acts as a barrier against urine.

By using Drapolene as a treatment, mums will be relieved to see how effective it is against nappy rash.

By using it regularly, they can be confident that the chances of re-occurrence are slight. And remember. If they listen to what their babies have to say about it, you can be sure they'll be back for more.

Simple answers to everyday babycare problems.



Wellcome



PRESENTATION: BENZALKONIUM CHLORIDE 0.01%, CETRIMIDE 0.2% IN A PINK, WATER MISCIBLE, CREAM BASE. **USES:** PREVENTION AND TREATMENT OF URINARY AMMONIA DERMATITIS, PARTICULARLY NAPPY RASH, TREATMENT OF MINOR BURNS AND WOUNDS. **ADMINISTRATION:** ADULTS TO BE APPLIED TWICE DAILY CHILDREN TO BE APPLIED EVENLY AT EACH NAPPY CHANGE, PARTICULAR ATTENTION BEING PAID TO THE FOLDS OF THE SKIN BEFORE APPLYING DRAPOLENE. THE AFFECTED AREA SHOULD BE DRY AND FREE FROM ALL TRACES OF SOAP. **CONTRA-INDICATIONS:** PATIENTS WITH A HYPERSENSITIVITY TO EITHER OF THE CONSTITUENTS. **SIDE AND ADVERSE EFFECTS:** ALLERGIC REACTIONS TO DRAPOLENE ARE RARE. **COST TO RETAILER:** 55G £0.41, 100G £0.63, 500G £3.04 (PL3/5069). ADDITIONAL INFORMATION IS AVAILABLE ON REQUEST. **WELLCOME CONSUMER DIVISION, THE WELLCOME FOUNDATION LTD, CREWE, CHESHIRE. DRAPOLENE IS A TRADE MARK.**

COMPUTERS IN PHARMACY

Continued from p722

Several factors make PIP unique

products, sizes and variants (colours, flavours, perfumes, etc) from nearly 1,000 manufacturers are currently coded. This goes far beyond any wholesaler's inventory and enables the retail pharmacist to control all stock with a single coding system.

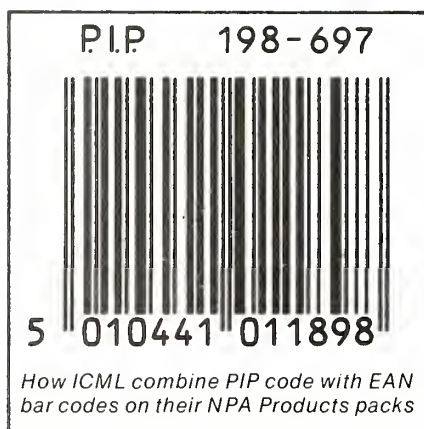
- ☐ Through the NPA master file the code is structured into more than 60 product groups, ranging from counter ethicals to D&P and jewellery.
- ☐ The master file also provides access to trade and retail prices and has rpm and VAT indicators.
- ☐ Other options available through the master file (though not yet operative) include manufacturers' outer sizes and a cross reference to European Article Number (EAN) codes.
- ☐ A block of numbers is reserved for users' own requirements. Wholesalers may use these for service items (such as bags, bottles etc) while a retailer may need to create codes for self-liquidating special offer stock for example.
- ☐ The code is funded by NPA from its



own resources, but supported by royalties paid by commercial users: there are no additional charges to retail pharmacists.

The above all show that the PIP code is much more than the "interface" implied in its title. However, the interface facility remains its primary function because that is where the "independence" value lies. The aim is that whatever code a retailer, wholesaler or manufacturer may use to operate his own computer, each party will recognise the PIP code and so allow inter-computer data transmission. The retailer may thus have complete management data, no matter which or how many suppliers he uses.

But a six-digit code (five figures product related, and a check digit to help verify data entry) is also ideal for point-of-sale tills and terminals. If the retail pharmacist decides to use PIP code as the internal code of his system then the data structure maintained by the master file is open to him — start-up tapes and discs can be supplied to NPA members at cost, and NPA can also offer assistance with



data processing against the master file.

A range of such services is offered to licensed commercial users of the code — including wholesalers, pharmacies with their own warehouses, computer bureaux, hospitals and health authorities. And in an effort to keep costs down, NPA is currently conducting a detailed survey of users' requirements in terms of data formats and protocols. Copies of the survey booklet are available from Mr Brian Dosser at NPA (see address in tinted box on p722).

The survey is being conducted following consultation with the PIP code technical / consultative panel which NPA set up to advise on code maintenance and development. Among the many other topics discussed by the panel have been coding of generics, shelf edge labels, products on test market, hospital products and code design on product packaging.

The technical panel looks after the

Technical panel

The PIP code technical / consultative panel set up by the National Pharmaceutical Association to advise it on code maintenance and development is chaired by Mr Brian Dosser of NPA and has the following members: Colin Bell (representing Independent Retail Computer Systems, who are responsible for variant code allocation), Peter Caplan (representing Allen Computer Bureau who maintain the PIP code master file), Mike Dunk (Vestric Ltd), John Forster (Hall Forster & Co Ltd), Christine Foyle (NPA information department), Brian Hopkins (a retail pharmacist using PIP code), Percy Richmond (Macarthy's Ltd), and Ron Salmon (editor of *Chemist & Druggist*, responsible for issue of main product codes and their publication through *C&D Price Service*).

interests of all users (see box below) — including those for whom it is not the primary code. Evidence of the code's value to community pharmacists committed to a particular wholesaler's system comes from Mr C.J. Nicholson, of Wooburn Green Pharmacy, Buckinghamshire. A pioneer of Vestric's Link, Mr Nicholson regularly uses PIP code (in preference to the Vestric code) for items he does not already stock, but which are requested by customers. "The *C&D Price List* is always in use, so while we are looking up the product's price we look up the PIP code and key it into Link." Link will then confirm whether the product is stocked and if not, the retailer can request that it be ordered for the customer. (Vestric were among the very first to



interface their own alpha-numeric computer code with PIP code.)

More dependent upon PIP code is Mr Brian Hopkins of R.A. Hopkins Ltd, who have nine retail pharmacies in and around Luton, Bedfordshire. The company has the IRCS point-of-sale system with Norfrond tills in all branches, providing complete central management data, including replenishment requirements for use by the group's central warehouse.

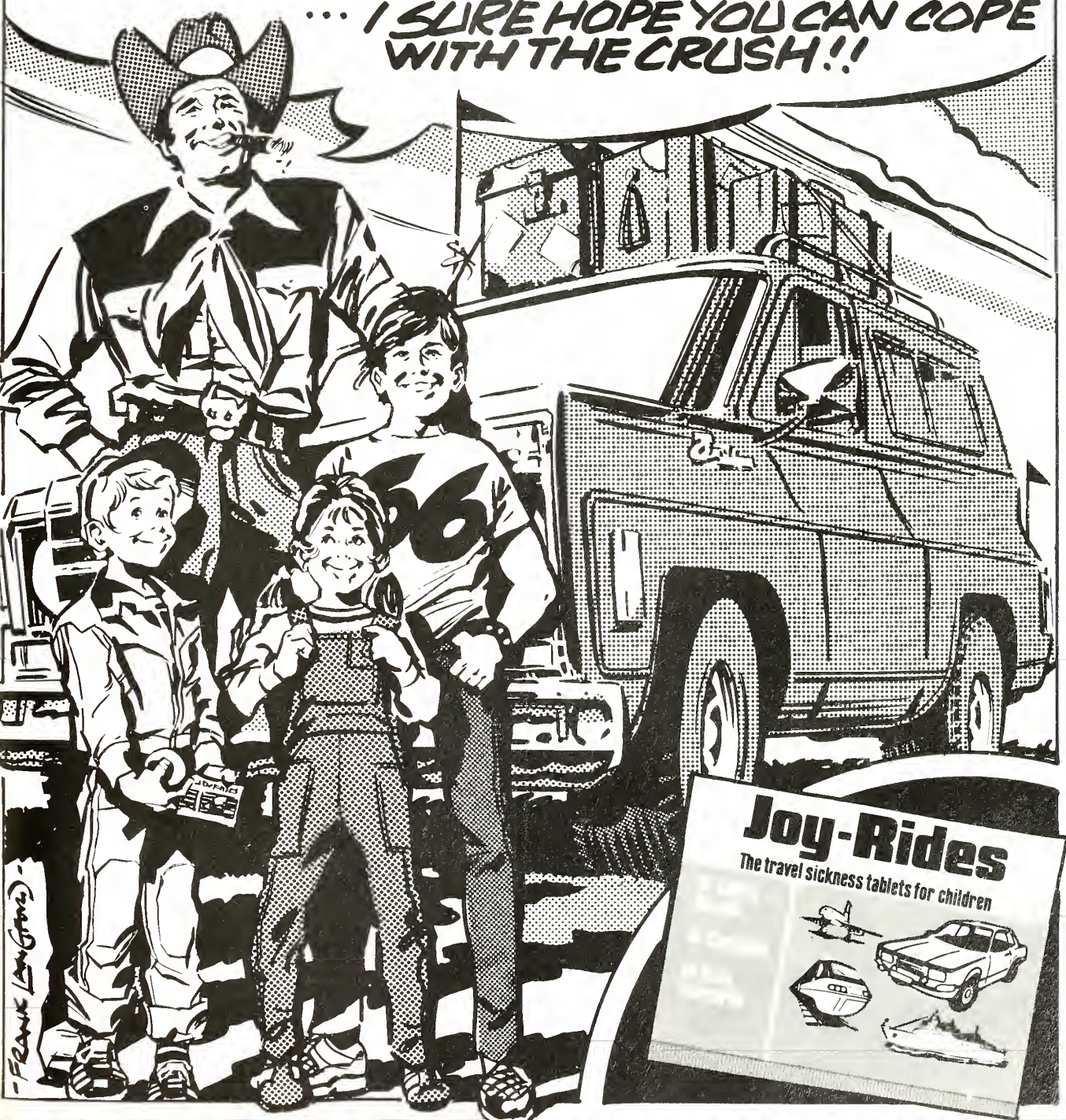
Mr Hopkins has been impressed by the way his staff handle the six digits of the PIP code when it is used for data entry on the POS terminals and expresses surprise at how many of the codes they can remember. However, all stock is coded at shop level using Pricemaster or Meto dual pricing guns.

Mr Hopkins told *C&D* that introduction of the computer system has led to him paying three or four times as much attention to the retail side of his business as previously — and it is paying dividends. He feels it is still too early to tell how shop efficiency has improved, but he has already had to modify some shop layouts to take account of stock rearrangements.

Mr Hopkins represents retail users on the PIP code technical panel and confirmed this week that he feels able to influence code policy and development through panel membership.

Look who's causing a big stampede for Joy-Rides.

HI-YAH!! ...SEEMS LIKE EVERY TIME I GO ON RADIO TO TALK ABOUT "JOY-RIDES" FOLKS JUST RUSH OUT AND BUY THEM. I CAN'T SAY I BLAME 'EM... **RASPBERRY FLAVOURED "JOY-RIDES"** ARE THE NUMBER ONE TRAVEL SICKNESS TABLET FOR CHILDREN!
SO GET PLENTY IN STOCK 'COS I'M GOING TO BE IN YOUR AREA REAL SOON, ON YOUR LOCAL RADIO STATION AND IN LOTS OF HIGH CLASS MAGAZINES ACROSS THE COUNTRY!
... I SURE HOPE YOU CAN COPE WITH THE CRUSH!!



The travel sickness tablets made especially for children.

A chocolate-box approach to pharmacy design

Recent trading at Stoffer and Hunters pharmacy in Whitham, Essex, has proved to proprietor Kenneth Hunter, MPS that his decision to make a major shopfitting reconstruction was the right one.

Conditions had become cramped in every area of trading, and matters were not helped by the ever growing numbers of manufacturers' stands, occupying "almost every available inch of spare floor space". What was worse, Mr Hunter points out, was that these stands blocked visual and physical access to many other more profitable lines.

Hunters did at least have some spare stock room, but even this did little more than conceal valuable stock.

Architects were called in to arrange building works and prepare designs. They felt that a specialist would be required to undertake planning of the equipment and called in Apeils Contracts of Luton.

Apeils consultant Doug Harris prepared a scheme that gave Mr and Mrs Hunter complete confidence in what they were about to do — up to that point, they were not so sure!

Manufacturers' stands removed

The result is a "more up-market approach" to the cosmetic and photographic areas. The remainder of the shop was left as it was, with gondolas being located as required. Most, if not all,

entrance displays said to be a very worthwhile improvement. Since margins on these lines are usually high, manufacturers' stands have been either removed or located on the wall system. Where stands have been taken out, binning and Umdasch pegboard cassettes have been used. These cassettes can be located in any position within the system, and allow for the display of bubble and prepack products.

The resulting extra space created seems to have made shopping easier for both customer and staff. "We thought Christmas trade was down, since we had an easy time over the Christmas period. However, when counting the cash receipts, we were amazed at just how much extra business we did. All the staff thought the same," says Mrs Hunter.

Sudden competition

The Hunters had a bad moment just before the alterations took place when another chemist opened next door to the doctors. "Had that happened earlier, we probably would not have had the extension. As it turned out, we are very pleased we did. Despite this leap-frogging we have maintained our prescription numbers and counter turnover is still well up," they say.

One area of business that gained well was the photographic side, with the

profitability should show through well.

"The Umdasch way is to package the product as confectionery manufacturers wrap chocolates," says Fred Moore of Apeils. "It's not so much what the product is, but how it is presented."

Continental approach

The Continent is full of high decor shops and stores, designed to be positively enticing and exciting. The products are maybe the same, but the presentation is years ahead of the UK. All that is changing, albeit slowly. What you see on the Continent now will be all around us in the not too distant future."

All-in-all the Hunters say they are well pleased, and glad that their decision to go ahead came before the new pharmacy competition came. Had they not made the change they are sure business would have suffered dramatically and they would have been afraid to proceed. Customers approve, staff approve, turnover is up, working is easier with less time consuming walkabouts, they say — who could ask for more?

Freestanding module system from Spur

Spur Systems International have introduced a new freestanding range of one metre modules to complement their existing collection of wall-fixed shelving components.

The range will provide both shopkeepers and shopfitters with a versatile high density merchandise display and storage system, says the company.

The new modules come in two heights — 2.2m and 1.4m, and are mounted on 47cm flat bases, above which a wide variety of shelves and back panels can be combined to meet individual specifications.

Both plain and perforated steel back panels are available for shelving or pegboard display. 1m extension units enable the system to be simply extended as required.

Additionally, 1.4m high gondola units can be used to form "effective low-cost island selling sites". Wall fixed units — mounted on uprights spaced at one metre intervals — complete the system. The entire wall and freestanding range of components is now interchangeable, providing flexibility and economy.

Prices for the new range start at £66 for a 1.4m pegboard unit. Full details from Spur Systems International Ltd, Otterspool Way, Watford, Hertfordshire.



Stoffer & Hunters' photographic business is one of the sectors to benefit most from the refit — and profit margins here are high

Link 51 on the road with Stormor

Link 51 have introduced a new clip-together shelving and racking system known as Stormor. It can be assembled into any form from a bay of open shelving to sophisticated multi-tier binning, says the company.

The system is made up from three basic components; uprights, beams and shelves. A range of accessories such as cladding, dividers, bin fronts and small-part holders can also be provided. Uprights are available in either medium or heavy duty strengths, in multiples of 150mm to a maximum of 4.2m. This provides adjustability for shelves and beams at 50mm centres. Uprights can be joined and built to a maximum height of over 10m.

Six shelf sizes are available, all of which are pierced for dividers. All shelves are 36in long, with depths of 12in, 15in, 18in, 24in, 30in and 36in. Standard and heavy duty shelves provide loading capacities of 300lbs and 400lbs respectively. Beams are fitted with spring steel locking "tongues" which fit into slots in the uprights, so providing structural rigidity. Prices for custom-built units will vary according to the individual installation.



Link 51 offers a free technical advisory service to ensure that customers' requirements are met in the most cost-effective manner. For those with simpler requirements, self-assembly Stormor shelving kits are available. The kits are available in two heights; 2.1m (6 shelves), or 1.65m (4 shelves). Cost of the kits is £84.70 and £69.35, carriage paid, respectively. Open, side, back, and full clad are all available.

To introduce the system, Link 51 have

organised a touring roadshow, currently calling at 20 venues throughout the country. *Link 51 Ltd, Link House, 1200 Uxbridge Road, Hayes, Middlesex UB4 8JD.*



Shop & Store Planners have been appointed UK distributors for the Italian Goppion range of glass display furniture. A wide range of units is available, offering the possibility of creating original displays. Integral lighting systems can also be supplied. The company's new showroom opens at the end of March. Shop & Store Planners Ltd, Almeida Street, London

Floor-to-ceiling Barlow pyramid

Latest addition to the International MZ range is this Pyramid unit. Based on a chrome frame, with glass or solid panels and adjustable shelves, the units can be illuminated from either base or head. A full-height lockable door permits easy access, say Barlow. The units can be supplied in any height, and are 600mm wide.



Barlow Shopfitting Group's new showroom in London Road, Sheffield — offering five sample shop lay-outs — is now open for retailer calls. The company hopes to organise a series of working seminars during the next few months, giving retailers the chance to hear experts speak on merchandising, display, store layout and the psychology of selling. Further information from *George Barlow & Sons Ltd, London Road, Sheffield S2.*

How to enhance a 40-year reputation

Gordon Griffiths' chemist and off-licence has been trading on the same site in Brompton, Cumbria for over 40 years. With this in mind, when Mr Griffiths decided a refit would help to increase turnover he was keen to retain the shop's good local reputation. Plans were drawn up with RJE Management and Retailing Consultants, while Store Design helped with layout and selection of shopfittings.

Before the new fittings could be installed, local builders came in to replace the shop's staircase and lower the ceiling. Existing fixtures and fittings were completely discarded, and carpet tiles laid throughout the sales area. The dispensary was raised to enhance visibility, and a bench for waiting customers added — a change which Mr Griffiths feels adds considerably to the service he offers.

Walls were clad with floor to ceiling display cases, including lockable cabinets for photographic goods. Double-sided window displays have been used to make best possible use of available floor space. Gondola units have been sited in the central floor area, with a binning system to allow for flexibility of display. Shelving throughout the store is adjustable both for angle and height.

"The process was completed in a weekend plus three working days," says Mr Griffiths, "and all without interruption to customer service."

"The refit cost £18,000, but since our reopening sales growth has exceeded all expectations." *RJE Management Consultants, Mill House, Haddricks Mill Road, Soth Gosforth, Newcastle-upon-Tyne. Store Design, Westway, Hillend Industrial Estate, Fife.*

SCOTCHEM'83 THE SCOTTISH RETAIL CHEMIST'S EXHIBITION
The McLellan Galleries, Sauchiehall St, Glasgow 10-12 July 1983.

INFORMATION and ADMISSION TICKETS from:

TRADES EXHIBITIONS LTD, Exhibition House, Spring St, London W2 3RB. Tel: 01-262 2886.

BSHP Spring conference: a variety of Welsh fare

King Richard II, John Wesley, the physicians of Myddfai, Theophilus Redwood, figs and mustard, food and healing wells were all included in the programme of the British Society for the History of Pharmacy Conference held recently in Porthcawl.

Altogether there were eight papers, a quiz and a visit to St Fagans Welsh Folk Museum arranged for the weekend.

The members met for dinner on Friday night and then Dr J.E. Anthony, Head of Department of Domestic and Corporate Life at the Welsh Folk Museum, described how the museum had developed since 1946 when the Earl of Plymouth presented St Fagans Castle and grounds to the National Museum of Wales as a centre for a folk museum. The re-erected buildings and workshops illustrate the social structure of Wales and there is a continuing effort to add furniture, furnishings and implements in their appropriate places.

On Saturday morning "The Pharmacy of the Physicians of Myddfai" was the title of a paper by Mr T.D. Turner, Welsh School of Pharmacy, Cardiff. Myddfai is a small village in Northern Dyfed.

Folk tale

About five miles to the south of the village is a mountain lake called Llyn-y-fan-fach. A folk tale tells how a fairy from the lake and a mortal married and lived for many years on the farm of Esgair Llaethdy just outside Myddfai.

On the day of the marriage the lady of the lake had warned the husband to be that if he should strike her three times the marriage must come to an end and she must return to the lake. The folk tale tells how the husband unfortunately did strike her on three occasions and she returned to the lake with all the dowry livestock. Of the husband nothing more is told but the three sons grieved for their lost mother and often went up to the lake to catch sight of her.

One day she appeared bearing a small leather bag which she gave to the eldest son saying: "The mission of you and your brothers shall be to heal the sick and in this bag are the healing secrets of the other world." She showed them the different herbs that grew on the mountainside and instructed them in the cure of all ailments. She then disappeared into the waters of Llyn-y-fan-fach for the last time.

This delightful tale has done much to divert attention from the few known facts about the Meddygon Myddfai and their medical writings. Families possessing medical knowledge and skills are recorded as holding lands in the Carmarthenshire Parish of Myddfai from the 14th century. The last of the line of hereditary physicians is recorded as practising in Myddfai in the 18th century.

Myddfai manuscripts

The Myddfai manuscripts contain both vegetable and animal materials. Of the plants mentioned in the Red Book of Hergest translated by Rees of Town (circa 1400) 95 could be identified as plants known to have been referred to in earlier or later herbals. Surprisingly some of those found in earlier herbals such as *Aconitum napellus* (monksfoot) were not used by the Meddygon Myddfai although the species is indigenous to Wales.

Over 50 "clinical conditions" can be identified ranging from the generic description "fever" to the specific "haemorrhoids." Many conditions are treated by more than one plant.

Artemisia vulgaris (mugwort) is used for the treatment of fever, worms, carbuncle, viper bite, intoxication and as a flea killer. *Betonica officinalis* (betony) for fever, urinary disorders, toothache, headache, joint pain, nose bleed and vomiting.

The multiple use of these two plants is not reflected in their recommended use in later pharmacopoeias or by experimental investigation of their pharmacological activity. By comparison *Valerian officinalis* is used only once in an application yet the drug was mentioned in 9th and 10th century writings.

An example of high potency is *Helleborus foetidus* (stinking hellebore) which is recommended by the Meddygon for abdominal complaints. The BP 1934 described it as a powerful but dangerous purgative and emmenagogue. Other plants recommended by the Meddygon included mallow, St John's wort, filfoil and wormwort. Foxglove is used for the treatment of tumours but is neglected as a cardiotonic.

The Meddygon Myddfai used both external and internal formulations. The former include the direct application of the plant both in the entire and the powdered form. Formulations include poultices, emplastrums, ointments, linament, and washes. Poultices were prepared using oatmeal and sheep's suet. Emplastrum was formulated in a base of tallow, salt and wheatmeal in which "dandelion" "wood sorrel" and "betony" were incorporated. The plaster mass was directed to be spread on a thick cloth.

Ointments such as that used in a head wound includes violet powder and fresh butter. The former contains iridone — a good antibacterial — and butter penetrates quickly and efficiently. When violet is not available, white of an egg and linseed is the alternative and for long term application a base of butter and tallow. These alternatives suggest the compounder was aware of the importance of the base and the way it could affect the efficacy of a medicament.

Eye drops were frequently expressed directly from the plant, showing the awareness of the small quantities required and an empirical acceptance that the fresh juice would be less likely to cause harm — a precursor to the present insistence on the sterility of such products.

The Meddygon Myddfai were not only practising physicians but also investigative practitioners. It was fortunate that their foresight in preparing a written record demonstrated that the mythology surrounding their origin, while traditionally attractive, served only to embellish the universal respect and admiration for these gifted Welsh healers.

'Disfigured monarch'

Dr E. Wyn Jones, president, Welsh Society of the History of Medicine, in his paper, "The disfigured monarch — fact or fiction" dealt with the physical characteristics of Richard III, "not his political judgments."

He referred to the description of the monarch provided by William Shakespeare which emphasised physical deformities and indicated the king was a "first class villain." Shakespeare's descriptions were derived from Thomas Moore's Tudor view written 30 years after the King's death. Shakespearean plays were written 50 years later still.

After reviewing portraits of the king and the evidence put forward by other individuals, Dr Wyn Jones pointed out that the Welsh poets writing in the 1480's, described the king as being small in stature but not deformed. And he suggested that their evidence was likely to be the most accurate.

Dr J. Cule's paper "John Wesley's

Interest in Pharmacy" referred mainly to Wesley's "Primitive Physic" in which the author indicated infallible remedies by a capital I. Wesley appears to have been aware that medicine had tended to move to the theoretical matter rather than practical, and he wished to show the way to easy and natural methods of curing disease. . . . "To be applied after ascertaining fever distemper."

The 'assiduous' Redwood

"Professor Theophilus Redwood (1806-92) was the title of a paper by Dr P. Thomas, secretary of the Welsh Society of the History of Medicine. Redwood regularly worked from 8am to 11pm when he was with John Bell in Oxford Street, but he was assiduous and was promoted to the head of the dispensing counter.

By 1827 John Bell's eldest son joined the firm and thus began a friendship with Redwood which lasted until Bell's death in 1859. The pair attended lectures at the Royal Institution and the shop business expanded until it was bursting at the seams. Redwood turned to industrial chemistry. After the formation of the Pharmaceutical Society Jacob Bell began the publication which was the precursor of the Society's journal! Redwood was his advisor and contributor. Courses were developed for the systematic instruction in chemistry and in 1844 Redwood began practical classes in chemistry. Later,

further laboratories were developed and Redwood carried out chemical research as well as his training classes, beginning a new aspect of his career which was to lead him to international recognition as an analytical chemist.

Healing wells

Dr M.W. Annear's skill as a photographer was evident in the many colour slides he projected during his commentary on "Holy and healing wells in Wales."

The various sections of a manuscript believed to have been written during the middle of the 17th century, were described in the paper "Figs and mustard powder; a 17th century Bath doctor's recipe book" by Mr J.R. Guy, archivist, the Marsh-Jackson Postgraduate Medical Centre, Yeovil.

One of the recipes require two or three figs stuffed with mustard and butter. The manuscript, now at Wells Cathedral appeared to be the laboratory notes of an educated person, apothecary or provincial physician but the actual individual was "not yet proven."

Well-being in Wales

In the final paper, Dr H. Williams dealt with "Welsh food; health, wealth and well-being in 19th century Wales." He suggested the prosperity of the locality might be related to the quantity of meat consumed.

The average family usually existed on a monotonous and meagre diet of bread, milk and cheese with the worker in the household getting a larger share to ensure sufficient energy to carry out heavy manual work.

Dr Williams also suggested that the prosperity of a locality was reflected in the local retailing activities which should be a fruitful source of study for local historians.

Annual meeting

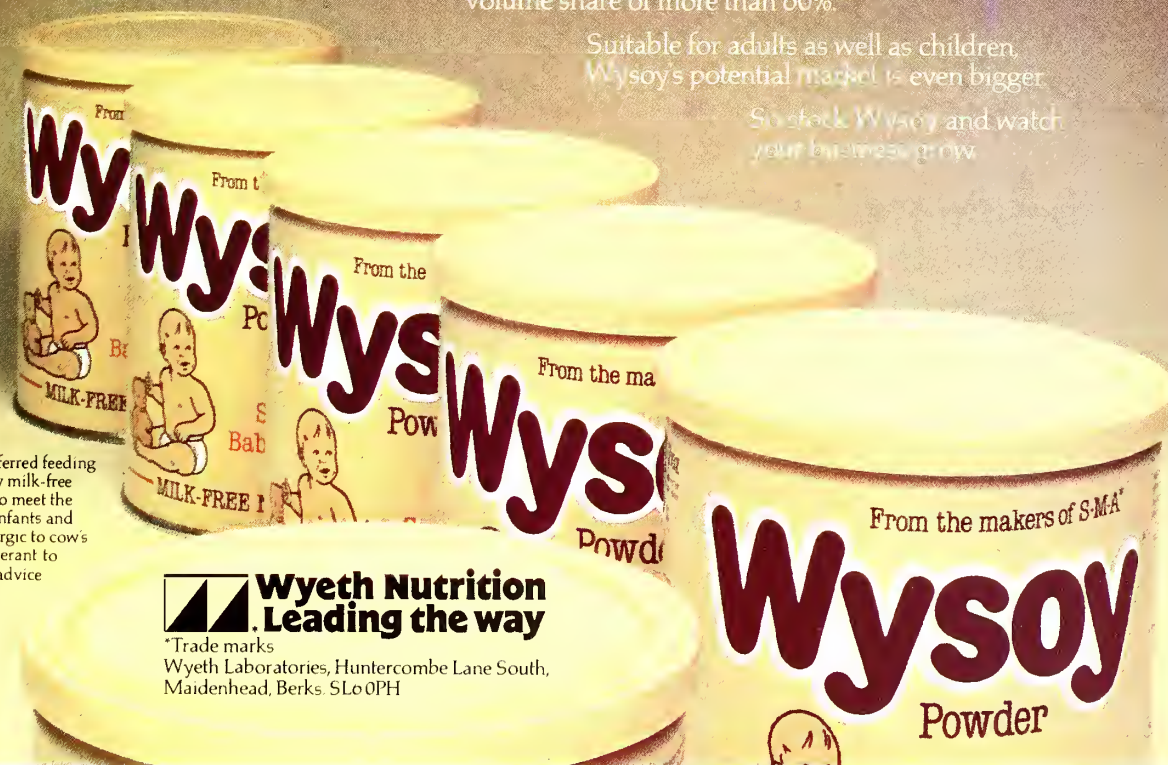
On Saturday morning, during the annual meeting of the society, G. Gunthorpe, L.G. Matthews, J.E. Steane and A. Wright were elected to the society's committee. Mr A.H. Briggs and Mr D.C. Harrod were elected auditors. During the meeting the treasurer Mr J.C. Bloomfield emphasised the importance of the sponsorship which the society has received during the year from R. Gordon Drummond Ltd, E.R. Squibb and Sons Ltd and Winpharm. Without their financial help many events held during the year would not have been possible. ■

Wysoy customers just keep on growing

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Newly registered pharmacists are being 'robbed' says BPSA

A reduced retention fee for newly registered pharmacists was demanded by the British Pharmaceutical Students Association at its annual meeting last week. And the Pharmaceutical Society was described by James Latona (post-graduate) as a "Robin Hood in reverse".

Mr Latona, proposing the motion, said the excuse that extra paperwork was involved in registering a pharmacist was not valid. He pointed out that other members working part time paid a reduced fee and could not understand why the same did not apply to those joining the Register for only part of the year. Comments such as "it is only about a pound a week" were all very well coming from those earning £25,000 a year, he said.

Other delegates stressed the need to pursue the matter until action was taken. Mr Mark Campbell (treasurer) suggested not voting for Council candidates who did not support the reduced fee.

Summing up Mr Latona said: "We are being robbed." The motion was carried unanimously.

Communication please

Conference recommended that undergraduate courses should include the teaching of communication skills and that PSGB should approach heads of schools of pharmacy with that in view. Proposing the motion, Rebecca Peach, general secretary, said pharmacists must be able to convey information to both patients and medical personnel. Having the knowledge but being unable to communicate it was like "having a bottle of vintage beaujolais but no corkscrew," she said.

Kate Featherstone (postgraduate) disagreed arguing that the skills should be improved during the pre-registration year. Delegates from Aberdeen and Sunderland explained that although communication training was included in their courses its value was reduced because it was taught by staff from faculties other than pharmacy.

David Lowndes (UWIST) said there was no point in advertising the information available from pharmacists [a reference to the NPA campaign] if they are unable to give it effectively. David Jewitt (Chelsea) speaking for "the abstentions", expressed concern over who would teach the skills; he suggested opportunities to gain practice in communication skills arose during tutorial sessions.

Summing up, Miss Peach said every

student should receive tuition — not just those fortunate to obtain good pre-registration training. The motion was carried.

The role of the pre-registration tutor should be clarified, Peter Neal, public relations officer, proposed. He said that evidence from a BPSA questionnaire suggested the main problems were that tutors lacked experience, time and interest. There was a danger that such attitudes might "rub off" on the pre-registration student.

In many cases, Mr Neal explained, tutors had little contact with graduates, particularly in large retail chains and hospitals. He suggested they be compelled to attend at least one of the pre-registration tutors' sessions per year, as requirements changed frequently.

Rebecca Peach pointed out that provision for complaints from students was made on the three-monthly report forms. But Anne Skipper, president, commented that many students were afraid to complain lest it should jeopardise their prospects — which was not the case. The motion was carried by a large majority.

Student representation

A second motion to be put forward at the Society's Branch Representatives Meeting called for a student representative on the Education Committee of the Council, as an observer with full speaking rights. Rebecca Peach recommended that future BPSA executives continue to approach Council until the aim was achieved. She said that decisions made by the Committee affected the education of future pharmacists and would benefit

from additional information from a student representative. Conference was not requesting full voting rights and appreciated the confidentiality of Council meetings, which would be strictly observed, Miss Peach said.

Ralph Niven (Strathclyde) commented that when qualified, pharmacists quickly forgot they were once students. Sarah Smith (Aston) suggested that one representative would be insufficient because pharmacy courses differed. Miss Peach replied that the intention was for the president or another of the executive to attend, as they would have sufficient information about all schools to give proper representation. The motion was carried unanimously.

Conference also agreed to "put its own house in order" by deciding to allow observer rights to any member at full executive meetings.

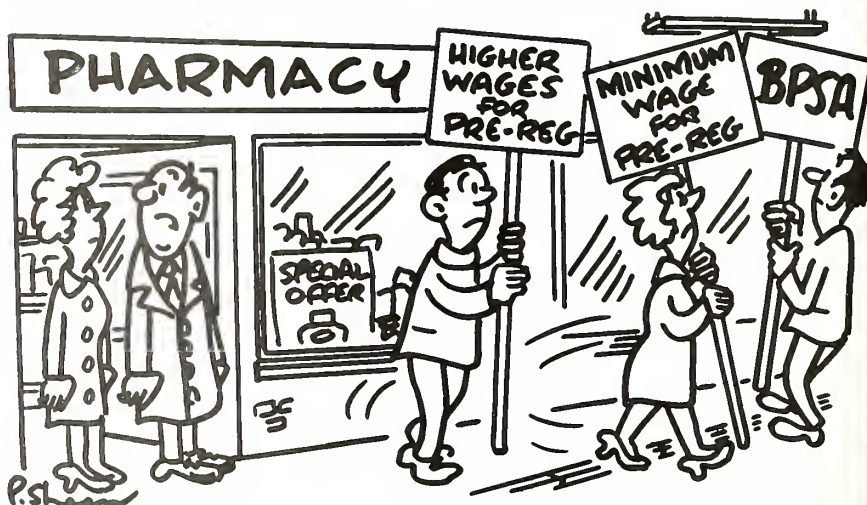
Two motions were passed concerning writing of prescriptions:

- ☐ That all handwritten prescriptions should be written in a legible form by the prescriber.
- ☐ That writing of prescriptions by medically-unqualified staff was to be abhorred.

It was suggested that students should spend at least one long vacation in a pharmacy-related job, with assistance from the school of pharmacy concerned. Although delegates agreed this was a good idea, many said it was for the student to arrange such employment. Others commented that it was not possible to obtain employment for longer than a few weeks. After a proposal that the length of time be amended was defeated, the motion was lost by a small majority.

Compulsory reporting

Conference agreed that the Society should urge the Department of Health to establish a compulsory adverse drug



"Being potential pharmacists they should realise it'll never get better if you picket."



Next year's BPSA executive are, from left to right (back row) Mark Walker, IPSF liaison secretary; Vivien Moffat, Tartan (to be called Northern) area co-ordinator; Helen McKnight, Western area co-ordinator; Ralph Niven, Sports officer; (front row) Christine Tobitt, general secretary; Stephen McEwan, president (pictured below) and Eilean Shearer, treasurer

reaction reporting scheme to the Committee on Safety of Medicines. However, this was considered impracticable by some delegates.

Conference also believed that sudden withdrawal of drugs should be preceded by effective and suitable notification to the medical and pharmaceutical professions.

Angus Carmichael ("The Square") proposing, said that the words "effective and suitable" were especially important. For example, a letter might be suitable but not effective because of delay or misdirection. He conceded that where public safety was at risk patients should be informed as quickly as possible via the television or other media, perhaps before pharmacists and doctors. However he said in cases such as Opren the risk was more long-term and such sudden withdrawal was unnecessary.

Ralph Niven pointed out that some deaths associated with Zomax were due to doctor error, and sudden removal destroyed the market for such drugs.

Leapfrogging by pharmacies was debated again this year, but delegates could not agree whether it was beneficial or detrimental to the profession's image.

Simon Wigley (UWIST) said it was important that pharmacists did not have to compete like Sainsbury and Tesco.

Andy Laurance (Aberdeen) said he did not see why pharmacists should be protected — "It happens in all retail business", he said. Peter Joshua ("The Square") suggested service might be improved by such competition. The motion was neither carried nor defeated, with 42 abstentions.

Other motions passed

For the introduction of an Open University course for pharmacists, similar to that recently launched for doctors on drug therapy.

That the PSGB Council should do everything within its powers to resist any further attempts to reduce student intake, ensuring sufficient numbers for the future development of the profession.

That an approach be made by the new executive to PSGB Council with the view to setting up a "clearing house" system

for pre-registration positions in the pharmaceutical industry, similar to that in operation for hospital pharmacy.

By maintaining the present number of schools of pharmacy, a wide and varied approach would be available, this being beneficial to the profession.

Criteria other than academic achievement should be used as a basis for student selection by all schools of pharmacy.

Help the elderly take their tablets

Mr A. Williams, Grampian Chief Area Pharmaceutical Officer based at Aberdeen Royal Infirmary, discussed problems of medication management in the elderly, both in hospital and community pharmacy.

He noted that the proportion of elderly was increasing and that studies have shown that in Britain 80 per cent of those over 75 are receiving drug therapy, and non-compliance is widespread.

Mr Williams referred to an article in the *British Medical Journal* in 1979, which questioned whether compliance really mattered. Non-compliance could be a form of self-preservation instinct, he said. Mr Williams explained that pharmacists and doctors were also non-compliers, especially when it came to giving information about medicines.

Reasons for non-compliance by elderly patients may be social, personal or just difficulty in using the medicines. To illustrate the last point Mr Williams gave examples of strategies adopted by patients to cope with taking their medicines.

Problems were encountered with reading small writing on labels, opening child-resistant containers, pouring medicines into spoons, and picking up small tablets. Mr Williams cited one case of an elderly lady taking thyroid tablets: her hands were rheumatic and she consequently kept dropping tablets on the floor; from here the cat was eating them and became hyperactive!

Some patients write their own messages on tablet bottles, or play

"pharmaceutical Russian roulette" by mixing tablets in the same container.

Another example was the "Tupperware system" whereby patients transferred tablets and labels to one or perhaps more containers. Another strategy was the "Sellotape system", which involved tablets being stuck to the mantelpiece with adhesive tape. One patient was found to have GTN tablets stuck to the lapel of his raincoat!

Mr Williams said that other health care professions helped patients by drawing up charts or labelling containers. He asked whether it should be the pharmacist who provided that service.

In Denmark, for example, all prescriptions must indicate in lay terms what the medicine is for and this must be repeated on the label by the pharmacist.

Mr Williams said he was involved in a scheme to educate elderly patients about medicines. Homes for the elderly were an example of places where a pharmacist's expertise could be used to improve the "ad hoc" drug distribution schemes that exist in some.

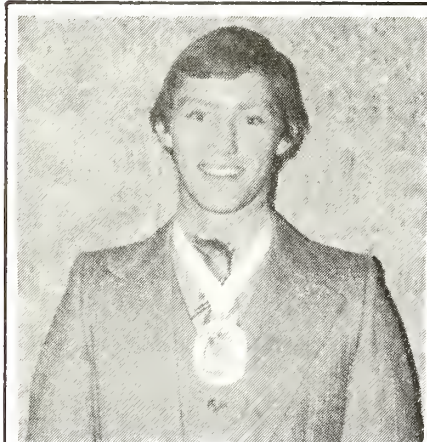
In conclusion Mr Williams quoted from William Ferguson Anderson: "It would indeed be tragic if through lack of confidence in the system or through inadequate instruction older people were not receiving appropriate drugs."

Other speakers at the conference were: Mr George Downie, district pharmaceutical officer (South), Grampian Area, who spoke about total parenteral nutrition and Mr Graham Calder, chief pharmacist for Scotland, who gave a day-in-the-life account of his job at the Scottish Home and Health Department.

Closing address

Closing the conference, Anne Skipper noted that most of the motions had been concerned with education; she said it could only benefit the profession to have students so interested in such matters.

Ninety-five delegates attended conference, representing 12 schools of pharmacy. Next year's conference will be at the University of Aston.



Stephen McEwan, new BPSA president, is completing his pre-registration training at Nottingham General Hospital. He was Sports Officer in last year's executive

Red blood cells used as delivery systems

Ways in which red blood cells can be used as carriers of drugs were described during a postgraduate school on drug delivery systems last week.

Dr R.H. Bisby, lecturer in biochemistry, University of Salford, explained how erythrocytes can be split and then resealed to contain drugs or enzymes. One technique uses osmotic lysis in which the cells are placed in a hypotonic solution of the drug. Water enters the cell causing swelling and the formation of pores in the membrane. Haemoglobin leaks out and is replaced by the drug. When isotonicity is restored to the solution by adding sodium chloride the erythrocytes reseal spontaneously, enclosing the drug.

The cells are re-injected into the circulation and the drug is released when the cells are broken down in the liver or spleen. Advantages of the system are that immunogenic materials are protected from attack in the bloodstream and the carrier is totally biodegradable. Some degree of targeting is also possible because modification of the erythrocyte membrane affects the site at which the cells are removed from the circulation. Lightly modified erythrocytes are mostly removed by the spleen whereas heavily damaged erythrocytes, for example those treated with glutaraldehyde or immunoglobulin, are targeted to the liver. Glutaraldehyde treatment also shortens the circulation time and makes the membrane more stable. Further modifications enable drugs to diffuse out when the erythrocyte is still in the circulation.

Dr Bisby stressed that the system was still largely theoretical and a long way from being a marketable proposition. Most of the work has been done in animals but substances incorporated into human erythrocytes have included bleomycin, methotrexate, actinomycin D, adriamycin and various enzymes.

Future of liposomes

Initial hopes that liposomes would be useful new drug carriers with greater selectivity have not been realised, according to Dr H.M. Patel, principal biochemist, Charing Cross Hospital Medical School. Liposomes consist of lipid bilayers separated by aqueous compartments. Drugs can be enclosed in either the aqueous or lipid components and the resulting system is non-toxic, non-antigenic and biodegradable.

It was once thought that liposomes,

after intravenous injection, might find their way to tumours and selectively deliver anti-tumour agents to the required target, thereby reducing side effects.

Although some drugs enclosed in this way are less toxic than the free drug, Dr Patel and his colleagues have found cases where incorporating an anti-cancer agent into liposomes had no effect on the therapeutic index and seemed to inactivate the drug against the tumour.

The use of liposomes as drug carriers is limited because they are adsorbed on to blood vessel walls and degraded by enzymes; they are engulfed by monocytes and they are unable to cross capillary linings to penetrate tissues other than the liver and spleen. But the fact that they can reach the reticulo-endothelial system means that liposomes may prove useful in treating parasitic diseases where part of the parasite's life cycle involves the liver or spleen. Promising results have been achieved in the United States using liposomes to treat leishmaniasis, schistosomiasis and malaria.

Liposomes are also proving useful in the early detection of tumours. One diagnostic technique involves injecting radiolabelled antibodies to products formed by tumours and tracing their uptake, but the scans frequently show a lack of definition because of the excess circulating antibodies. Giving a liposome containing an antibody to the primary antibody can help mop up the excess and give a clearer scan.

Another application is in drug overdosage. Liposomes containing an antibody to digoxin have been used to remove the drug from the body.

Morphine in hydrogels

Professor N.B. Graham, department of pure and applied chemistry, University of Strathclyde, described the use of hydrogels as drug delivery systems. Hydrogels are polymers which swell in water but are insoluble. They can be formed as blocks, slices, beads, powders and films into which drugs can be incorporated and then released in a controlled way. A hydrogel suppository designed to release morphine at a constant rate for at least 10 hours has been developed at the university.

Professor Graham also mentioned a hydrogel contraceptive sponge which is being evaluated clinically in the United States. It is a cervical foam cap containing 1g of the spermicide nonoxonyl-9 which is released over a few days and provides an

effective contraceptive action during this time.

□ The school was organised by the Pharmaceutical Society with the University of London School of Pharmacy.

Markers useful to predict reactions

Advances in the use of markers to detect which patients will react adversely to drugs could have important applications in the treatment of cardiovascular disease, according to Professor A. Breckenridge, professor of clinical pharmacology, University of Liverpool.

Markers could be used both to screen out unsuitable patients from clinical trials of new drugs and to identify which patients at risk of cardiovascular disease might suffer adversely from long term therapy with antihypertensives, he told a meeting this week on cardiac research.

Two markers were being studied. One was debrisoquine which was metabolised differently by different people. Poor metabolisers of this compound also failed to metabolise a range of other drugs whose breakdown involved the liver cytochrome P450 enzyme system, for example, some beta-blocking agents and anti-angina drugs. The resulting high blood levels of these drugs led to toxic side effects. Antipyrine was another compound that could be used to predict how patients would react to certain drugs. The markers could be traced by methods such as urine testing.

Professor Breckenridge also said there was evidence that children at risk of hypertension could be identified at an early age. He believed there was a case for blood pressure testing in schools from the age of four in the same way that height, weight and hearing etc, were assessed.

Animal experiments

Animal experiments causing pain, suffering or distress of more than 'trivial intensity' which cannot be alleviated should be banned, unless judged to be of exceptional importance in meeting the essential needs of man or animals.

That is one of the recommendations drawn up jointly by the British Veterinary Association, the Committee for the Reform of Animal Experimentation, and the Fund for the Replacement of Animals in Medical Experiments, submitted to the Home Secretary recently.

The proposals also call for registration of breeding and supplying premises, plus requirements for inspectors, acquisition of animals, procedures and records.

LETTERS

Council we have?

It is with some amazement, or should one say amusement, that I read the correspondence signed "Clovis" ("Council we want," last week). Presumably the writer is afraid of contravening clause 11 of the Statement upon Matters of Professional Conduct in that he or she could be accused of advertising or promoting him or herself in a professional service — that of exposing the shortcomings of the leaders of our profession! Alternatively, the cloak of a nom de plume hides the identity of one who is an expert critic but who does not wish to be exposed to the taunt of "let us see if you can do it better."

About a year ago a paper was published which statistically demonstrated that over a ten year period, using Press reports and branch visits as criteria, the role of the Society's officers and Council members as channels of communication between the leadership and its members had significantly diminished. Since that time I have myself been elected to the Council, and am therefore unsurprised at having yet to receive a single invitation to address even a single pharmacy.

Unfortunately as a proprietor of a single pharmacy myself, legislation and professional responsibility make it difficult to visit many individual pharmacists without incurring unreasonable personal expense. Perhaps if I had known Clovis' name and address I could have contacted his or her branch secretary to canvass an invitation to address the branch and demonstrate whether I was a Jack Straw / Norman Tebbit — or an unknown entity such as "Clovis."

Shy Councillor

Those who can. . .

When I was haranguing the inactivity of Council a few months ago, a member of Council suggested to me that, if I thought I could do a better job, perhaps I should get myself elected and prove it instead of just mud-slinging! On thinking it over, I realised that he was completely justified and decided to offer myself for election.

Further inquiries, however, revealed that the Council member is likely to have to commit five or six days each month to Council and associated business, ie nearly three months a year! Leaving aside any ill effects on my business, I am simply not prepared to deprive my wife and baby of so much of my time — they are more important than pharmacy or "Clovis" or the glory or enjoyment of Council! I feel sure there are many younger, able potential candidates who live well away from London and have come to the same conclusion, and I would suggest to "Clovis" that he gives himself an honest answer to the question of whether he would be prepared to make the commitment, even without the extra time that he demands.

Remember, "Clovis," that we pay our MPs: Council members receive only expenses and, so long as they are honestly obtained, I believe they deserve to travel and sleep in comfort and to eat some good meals. Spoil your ballot paper, by all means, but you are not likely to improve the standard of candidates by so doing.

We have the Council we deserve. If we are to improve it, the way to do so is by encouraging new members to stand and making it easier, not harder, for them to serve. I hereby start the ball rolling by encouraging "Clovis"!

R. Hazelhurst
Bradford.

LPC lemmings

Another conference passes and all the LPC representatives should go home and seriously ponder the wisdom of their decisions.

The conference voted for "a BPA not less than £5,000 to existing pharmacies receiving BPA. . ." This resolution, which cannot be legally enforceable, set the tone for the day's events in all that conference decided was totally contrary to contract law. Had David Sharpe, as chairman advised the delegates that the former motion was legally unenforceable, the conference would have been more meaningful. I hope that the delegates who voted for a £5,000 BPA to existing contractors solely from on-cost, realise that they will not get this from the DHSS, because there is no way in which, having given a contract to a leapfrogger, you can change the contract and take away a proportion of his income.

We then come to on-cost, which will be reduced by approximately 2 per cent by this transfer of money to BPA. There is virtually an equal amount of on-cost and

professional fees in the balance sheet and BPA could have easily been taken from fees. Since most contractors have 65-75 per cent of their income from fees this transfer of money would have been much more damaging to future leapfroggers. However the delegates voted against this recommendation from Redbridge and Waltham Forest LPC and now we will probably see a bigger flood of leapfroggers than in the past year, knowing that time is on their side.

As a profession we are being led like lemmings over the cliff while those in power watch and remain silent.

A.D. Allen,
London E18

Family history

I should be most grateful if any of your readers could help me with information about the chemists business of Kemp & Co, Bombay, or its founder, David Skinner Kemp, who died in London in 1912. I am particularly interested in whether there are any surviving descendants (he had three sons).

I have become interested in this aspect of our family's history while researching a biography of my father, Robert Kemp, the Scottish playwright.

David Kemp,
5 St Maur Road, London SW6 4DR.

BOOKS

Product recall management guide by Howard Abbott. £125. 163 pages, ring bound. *Product Safety Ltd, 5 Bridle Close, Surbiton Road, Kingston-upon-Thames, Surrey KT1 2JW.*

The rapid growth of consumer protection organisations has left even the most responsible manufacturer ill-equipped to deal with product recall, say the publishers. The book explains the international legal and insurance positions, recall policy and the implementation of a recall plan. The special case of the pharmaceutical industry, which has its own code of practice, is covered. There is a 56 page information section of exhibits — legal and insurance policy wordings, costs, advertising — and lists of associations and services.

■ The Veterinary Products compendium of data sheets for 1983-84 has just been published for the Association of the British Pharmaceutical Industry by Datapharm Publications Ltd, 12 Whitehall, London SW1A 2DY.

CHEMEX'83

THE RETAIL CHEMIST EXHIBITION

The Cunard International Hotel, London W.6. 11-13 September 1983.

INFORMATION and ADMISSION TICKETS from:

TRADES EXHIBITIONS LTD, Exhibition House, Spring St, London W2 3RB. Tel: 01-262 2886.



Wholesaler closures in London and Swansea

McClure Young Wholesalers Ltd are to cease trading at the end of this month, following a decision from parent company Medo Pharmaceuticals.

Group general manager Mr J.A. Troup told *C&D* that McClure Young could no longer compete effectively in "this fast-moving, high-inventory, low-profit-margin business."

At their trading peak, he said, the company made daily deliveries to more than 600 customers in the London area. McClure Young dealt mainly in ethical products, but intense discounting competition in their generic business has also contributed to the current situation.

Mr Troup points out that McClure Young's ex-customers still have the choice of some half-dozen small independent wholesalers — "glorified buying groups" — which continue to operate in the area.

Stock levels at McClure Young have been reduced to around £3,000. Remaining goods are being offered for sale at heavily-discounted prices, with those interested asked to contact Mr G. Jackson on Bourne End (06285) 29662. It is emphasised that Medo Pharmaceuticals will not be affected by the change.

Unichem offer accepted

Swansea Wholesale Chemists are to cease trading by the end of this month. This week's shareholders' meetings has unanimously supported the board's recent recommendation that the company be

wound up (*C&D* April 9, p646), and accepted Unichem's purchase offer for the outstanding stock. Stock levels are understood to currently stand at around £200,000.

The winding-up is to take the form of a members' voluntary liquidation, as the company believes it will be able to repay outstanding creditors within the year. It is hoped that partial repayments can be made to shareholders, though the extent to which this can be done will depend on how much the company's remaining assets realise. Unichem have also offered to make up any shortfall in shareholder's repayments, up to a maximum of 25p in the £1.

Managing director Peter Dodd told *C&D* that the company's recent letter to SWC shareholders (*C&D* April 16, p698) had resulted in Unichem gaining a number of new accounts. Some of SWC's ex-customers had seemed to feel the outcome of this week's meeting to be something of a foregone conclusion, he added, but had wanted to wait for the meeting itself before taking any action.

Board consultant G. Jones told *C&D* that SWC were "grateful for Unichem's understanding" in purchasing the stock, and said the board would be recommending that their 150 customers remembered this when looking for an alternative source of supply. A letter explaining the situation to SWC shareholders is going out this week.

Queen's export awards for M&B and Woods

May & Baker have won a 1983 Queen's Award for worldwide exports of their human and animal healthcare products. Major exports in the human healthcare field include Flagyl, Anthisan and Phenergan. The company won a technology award for the development of Flagyl last year. Animal health products such as Novidium and Samorin also helped boost M&B's exports. This is the fifth award the company has received since 1969.

Woods of Windsor have also taken an export award, following close on the heels of the company's runner-up award for export achievement from the British Overseas Trade Board (*C&D* April 2, p592). Woods currently export to more than 40 countries throughout the world, including the USA and Japan, with total export business for this year targeted at

£0.75m. The company's exporting activities began in 1975, when managing director Roger Knowles visited the USA, returning with orders worth over £5,000.

Other export awards go to Amersham International — manufacturers of radioactive materials for use in medicine and research; Interger Beauty Products — whose branded and own-label soap and toiletries are exported mainly to Nigeria; and Lofthouse of Fleetwood — a small family business which manufactures Fisherman's Friends and other medicated lozenges.

This year 90 export awards were given, with a further 20 being awarded for technological achievement. Later this year, or early next, Her Majesty the Queen will give a Buckingham Palace reception to which three representatives from each winning firm will be invited.

Colourcare International Ltd is the name by which United Photographic Laboratories and Napcolour will be known from April 25. Consumer promotions will use the Colourcare name alone together with a butterfly logo.

Since UPL's parent company, LRC Industrial, took over Napcolour in January 1982, the companies have continued to trade under separate names using the brand name Colourcare Photoservice for consumer promotions.

Managing director Stan Adams says: "We decided to give ourselves plenty of time to choose a joint name and new identity as it was an ideal opportunity to evaluate our current image and select a new identity that would really establish our services in the consumer's mind."

Colourcare is a name that was used originally by UPL as was the butterfly logo. These they will feature on all new POS, packaging, promotional material, films (see *Counterpoints*, p720), docket books and the new service time "clock."

Films are being sold in by representatives at the moment but all the other new material is being distributed from May 1 onward, with docket books being phased in gradually.

Mr Tony Dorman has been appointed marketing director. He is responsible for all marketing and promotional planning for the company and particularly for the retail D&P side. "We intend to expand our market share substantially over coming months, not just in the UK but in other countries too."

Colourcare closed down their laboratory at Ormskirk this month and a depot at Gwent was closed last year. They now have a chain of 13 laboratories and four depots and hope to have seven labs equipped to process disc by the end of June.

And Horizon launch..

Another brand name just launched onto retail processing dealers is Horizon, the brand name of Master Photofinishers Ltd who are owned by PTP of Stevenage, a company specialising in mail order D&P. Marketing Director Nick Loasby, says "Through Horizon we will be able to offer the retailer a complete package including photographic products as well as a highly efficient and competitively priced photographic service."

From a start in the Midlands (30 dealers at present), the sales team will be expanded to take in the rest of South England. An existing network of collection and delivery vans will also expand to take on the new outlets.

Point of sale material includes A-boards and window friezes.



Unichem's newly-modernised Newcastle warehouse was last week officially opened by Ted Garrett, MP (third right) — a member of the Commons' All-Party Chemical Committee. Others present included the deputy mayor and mayoress of North Tyneside

Glaxo form new export company

Glaxo Group have formed a new company to deal with the export of non-bulk pharmaceutical products from the UK. Glaxo Exports Ltd, which began operations on April 5, is headquartered in Slington and managed by Mr K.G. Goodman, formerly commercial director of Glaxochem Ltd. Mr E.R.C. Farmer, a director of parent company Glaxo Holdings, is chairman, while other directorships go to Mr A.J. Mehew, Mr D.M. Young and Mr R.I. Worrall. Glaxo's UK exports amounted to over £200m in 1981-2.

Unichem '83 sales up 25pc so far

Unichem report 1983 first quarter sales up 24.8 per cent on last year's figure. This follows 1982's record turnover of £284.9m.

"I believe that this further advance is very satisfactory and is a testimony to the continuing stability of Unichem in an industry of uncertain future," comments managing director Peter Dodd.

"Recent announcements and developments indicate that 1983 could prove to be an interesting year, and I believe Unichem will continue to advance to new record levels," he adds.

Better employment prospects in retail

About a sixth of retail employers plan to increase their staff numbers over the next quarter, according to the latest Manpower employment intentions survey. Staff decreases are now forecast by a tenth of all retailers. In the past three months only 7 per cent of employers expected to increase staff, while 32 per cent forecast staff losses. This puts the current balance at +7, a considerable improvement on the previous -25. Across all sectors, the balance was also +7, with 21 per cent of employers expecting staff increases and 14 per cent declines.

The survey also reports that nearly a

third of retailers feel there to be a shortage of skilled staff in the sector. Skilled office workers were most in demand, with industrial workers coming next. Some 36 per cent of those recording staff shortages complained of inadequate numbers of senior and experienced staff, while 64 per cent showed demand for juniors and trainees.

Sales and profits down for Rockware

Rockware Group turnover fell £20m to £141.75m in 1982, with pre-tax profits dropping to £605,000 from 1981's £899,000. The group's sales of glass products were down to £103.9m from the previous £112.9m. Operating profit here dropped £1m to £4.5m.

Rockware blame the decline in their glass business on increased imports into the UK and tightening profit margins. The board is optimistic for the future, however: "Given a modest improvement in the market and a return to more realistic pricing levels over the medium term the group will see a marked upward trend and a return to acceptable profits."

COMING EVENTS

May gifts fair postponed

The Wholesale Buyers' (Spring) Gifts Fair, due to be held at the Mount Royal Hotel in May, has been postponed until 1984.

The organisers, Trade Promotion Services Ltd, said they "considered it to be in the best interests of the industry to wait until the expected upturn in trade helped ensure a viable and successful event."

Monday, April 25

East Metropolitan Branch, Pharmaceutical Society, Churchhill Room, Wanstead Library, Spratt Hall Road, Wanstead, E11, at 7.30pm. General meeting followed by cheese and wine.

Tuesday, April 26

Croydon Branch, Pharmaceutical Society, The Medical Centre, Mayday Hospital, at 8pm. General meeting followed by discussion of motions for Branch Representatives Meeting.

Wednesday, April 27

Hull Pharmacists Association, Postgraduate Centre, Hull Royal Infirmary, at 6.45pm. Member's dinner and Mr T.D. Turner on "Pharmaceutical antiques."

Bath Branch, Pharmaceutical Society, Senior Common Room,

Fisons buy Italian drug co for £1.3m

Fisons have purchased Italian pharmaceutical manufacturer Societ  Interstint Italiana for £1.3m cash. They already operate a marketing-only subsidiary in Italy — which is the world's 5th largest pharmaceutical market. Fisons say they purchased SII primarily for a number of useful product licences owned by the Italian company, as well as for their manufacturing capacity.

USDAW motions

Motions to be put before shop workers union USDAW's annual conference in Blackpool next week include five expressing complete opposition to any liberalisation of the current Sunday trading laws. Calls for the removal of VAT from articles of sanitary protection and the nationalisation of Woolworths also appear.

Briefly...

■ **Allergan Ltd** have moved to new offices on Turnpike Road, Cresses Industrial Estate, High Wycombe, Bucks.

■ **Clarins (UK) Ltd** have moved to Metro House, 58 St James's Street, London SW1A 1LD. Warehousing is being retained at the Stratford premises.

■ **Correction:** Mr Mark Davis is director of European licensing and acquisitions with Norwich Eaton Pharmaceuticals Inc, not with Morton Norwich as was stated in C&D April 9 p648.

Bath University, at 8pm. General meeting followed by film entitled "Over the counter pharmacy" BuHet.

National Pharmaceutical Association, Post House Hotel, Wrexham Road, Chester at 8pm. Mr M. King, executive officer, on "Statutory sick pay — what you need to know" Regional meeting

Sheffield Branch, Pharmaceutical Society, Jessop Hospital Lecture Theatre, Second Floor, School of Physiotherapy, at 8pm. General meeting followed by supper and film "The last week of the Sheffield tram" from Mr R. Easmonson of ICI

Thursday, April 28

Birmingham Branch, Pharmaceutical Society, Keys Dining Club, Margaret Street, Birmingham, at 8pm. Dr A.R. Groves, consultant in plastic surgery and burns, Birmingham Accident Hospital, on "Plastic surgery."

Friday, April 29

Chelmsford Branch, Pharmaceutical Society, Medical Academic Unit, Chelmsford and Essex Hospital, New London Road, Chelmsford, Essex, at 8pm. "Computer labelling machines — a demonstration and seminar."

Advance information

University of Leeds, Department of Medicine, St James's University Hospital, Leeds, on September 13-15 "A course in clinical nutrition." Course fee £55. Application details from Mr F. Moran, Senior Admin Assistant, Postgraduate Dean's Office, Leeds General Infirmary, Leeds. Telephone (0532) 432799 ext 631.

12th European Symposium on Clinical Pharmacy, Palacio de Congressos, Barcelona, on October 19-21. Details from Mr I. Poston, 182 Llandaff Road, Cardiff

Department of Dermatology, Welsh National School of Medicine, Cardiff, on June 20. Joint seminar with Disabled Living Foundation on "Chronic skin conditions, the NHS, the patient and the community." Details from Mrs Joy Hayes, Welsh National School of Medicine, Health Park, Cardiff CF4 4NW. Telephone (0222) 755944

Proprietary Articles Trade Association, Connaught Rooms, Great Queen Street, London WC2B 5DA, on May 26 at 2pm. General meeting, open to all members of all sections of the Association.

Healthcare communications seminar, Heathrow Penta Hotel, on June 10. Application of Viewdata to marketing and research in the medical world. Details from Karen Collins, Vismed Ltd, 71 Rascati Way, Maidenhead, Berks. Telephone (0628) 74041.

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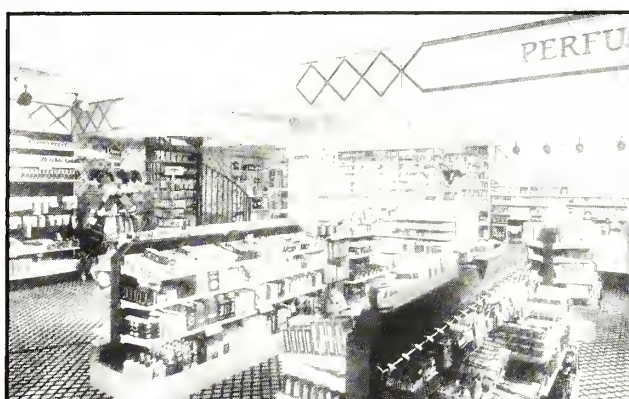
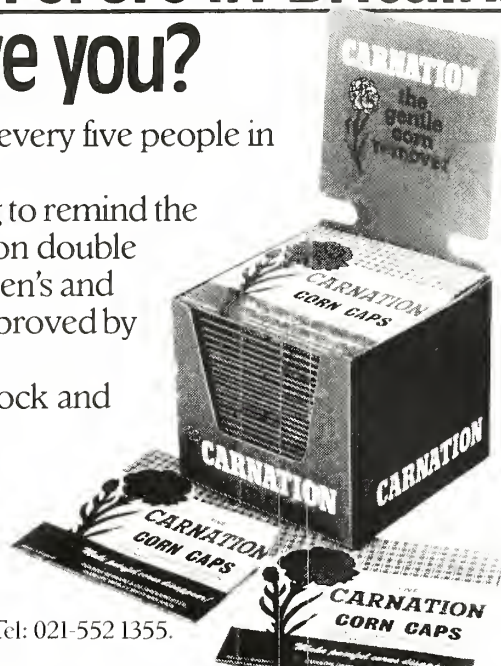
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